**NORTHWEST**
RESEARCH GROUP

# 2016 Kent, WA Resident Survey

Final Report

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The City of Kent, WA

Prepared by

Northwest Research Group

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# EXECUTIVE SUMMARY

## BACKGROUND AND OBJECTIVES

The City of Kent conducted the first survey of residents since 2006 with the goals of measuring resident perceptions of City Services and identifying the priorities and unmet needs of its residents. The survey was conducted using an address-based sample and a mixed-mode (online and telephone) data collection methodology. Data collection was conducted from June 8 to July 11, 2016, and the survey averaged approximately 24 minutes.

## 5-STAR RATING ★★★☆

Northwest Research Group's community research program includes a proprietary index and benchmarking tool, the 5-Star CityMark™ Rating. This rating is a brand health index designed to measure the overall quality of governance and vision as a complement to traditional and individual measures of the quality of life and delivery of services in a city.

The City of Kent is a solid 3.5-Star City receiving moderate-to-good ratings on four out of the five power measures with only "comparability to other cities and towns" receiving moderately low ratings.

| NWRG1: How would you rate the overall quality of life in Kent? | | 2016 |
|---|---|---|
| | **% Combined Exceeds Expectations** | 53% |
| | % Greatly Exceeds Expectations | 10% |
| | % Exceeds Expectations | **43%** |
| | **Mean** | **6.31** |

| NWRG2: How would you rate the overall quality of services provided by the City of Kent? | | 2016 |
|---|---|---|
| | **% Combined Exceeds Expectations** | 58% |
| | % Greatly Exceeds Expectations | 15% |
| | % Exceeds Expectations | **43%** |
| | **Mean** | **6.52** |

| NWRG3: Compared with other cities and towns, how would you rate Kent as a place to live? | | 2016 |
|---|---|---|
| | **% Combined Better than Other Cities** | 47% |
| | % Significantly Better Than | 11% |
| | % Better than Other Cities | **36%** |
| | **Mean** | **6.10** |

| NWRG4: Overall, would you say that Kent is headed in the right or wrong direction? | | 2016 |
|---|---|---|
| | **% Combined Right Direction** | 45% |
| | % Strongly Right Direction | 16% |
| | % Somewhat Right Direction | **29%** |
| | **Mean** | **6.10** |

| NWRG5: Do you feel that you are getting your money's worth for your tax dollar or not? | | 2016 |
|---|---|---|
| | **% Combined Receiving Value** | 43% |
| | % Strongly Receive Value | 12% |
| | % Somewhat Receive Value | **31%** |
| | **Mean** | **5.76** |

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## KEY DRIVER ANALYSIS / KEY AREAS FOR IMPROVEMENT

The 2016 Resident Survey asked 31 questions regarding residents' perceptions of the quality of various aspects of the City of Kent. A combination of factor and regression analysis (explained in more detail on page 37) was used to group these questions into six Key Community Dimensions and then test them to determine the impact each dimension has on Kent's 5-Star Rating.

The three most important drivers of Kent's 5-Star Rating are Livability, Government Performance, and Infrastructure Maintenance, meaning that these three areas have the greatest impact on the city's overall rating, and improvements in these three areas are likely to create positive change in terms of residents' perceptions of the city.

The analysis identified room for improvement, particularly in regards to Livability and Government Performance, which are the top two drivers of the 5-Star Rating yet are the two lowest performing dimensions in terms of resident satisfaction and perceptions.

*Figure 1: Overall Performance on Key Question Indicator Dimensions*

**Overall Key Community Dimension Scores**

| Human Services | Mobility | Infrastructure Maintenance | Parks | Overall | Livability | Government Performance |
|---|---|---|---|---|---|---|
| 6.64 | 6.55 | 6.38 | 6.36 | 6.26 | 5.96 | 5.70 |
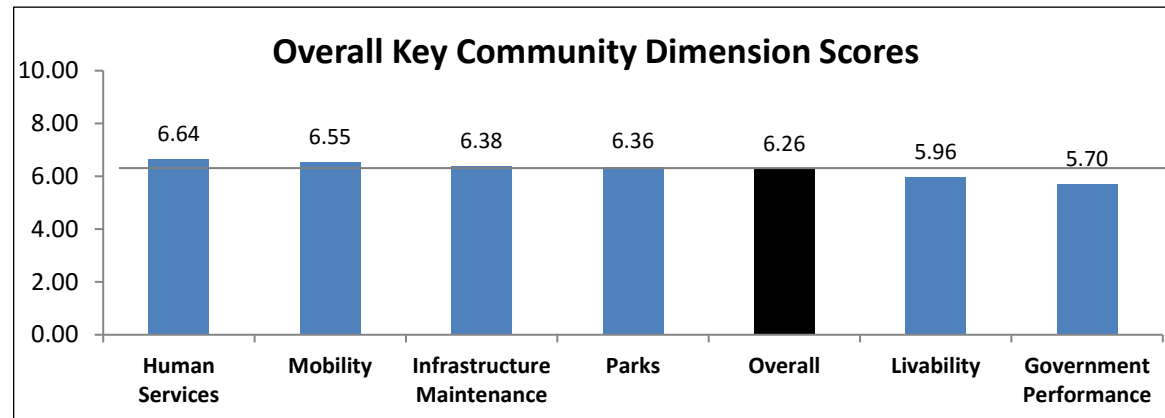
*Figure 2: Key Drivers Analysis*



Mobility, Human Services, Parks, Livability, Infrastructure Maintenance, Government Performance

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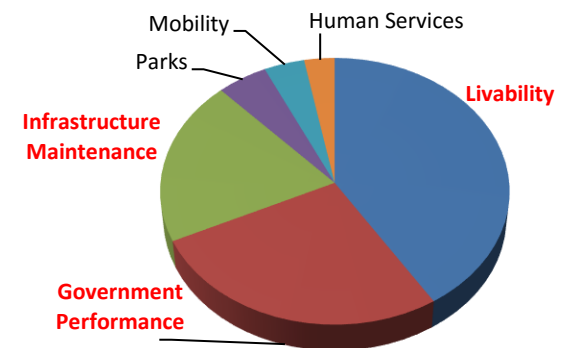
Key driver analysis was also performed among each of the individual attributes within each of the dimensions, identifying targeted areas on which the city should focus in order to improve resident perceptions. The top areas for improvement are shown below. More in depth analysis is provided in the body of this report.

| To improve perceptions of Livability, the city should focus on four key items: | In order to improve perceptions of Government Performance, the city should focus on two key areas: |
|---|---|
| • Increasing the sense of community among residents<br>• Improving the vibrancy of downtown Kent<br>• Improving the quality of the commercial and shopping districts<br>• Addressing the affordability of housing in the city—specifically among renters | • Creating and sharing a clear vision and strategy for the future<br>• Being accountable and transparent to its residents |
| *Figure 3: Key Drivers Analysis—Livability* | *Figure 4: Key Drivers Analysis—Government Performance* |



*Figure 3: Key Drivers Analysis—Livability*



*Figure 4: Key Drivers Analysis—Government Performance*

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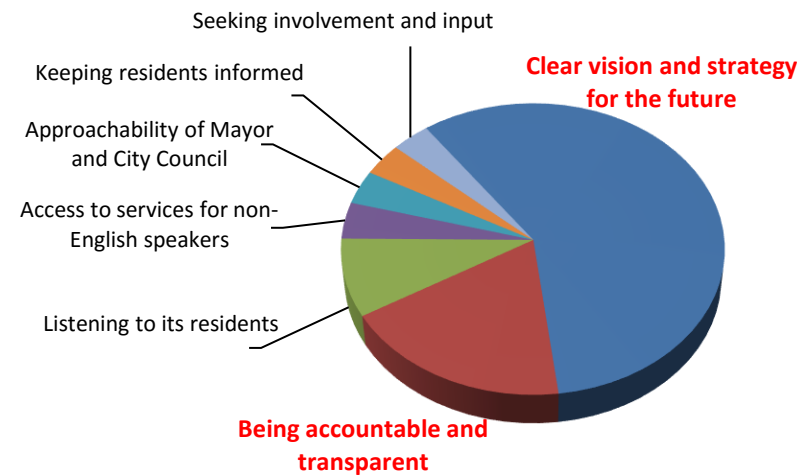
## SAFETY

In general, people feel fairly safe in their neighborhoods. Eighty-five percent (85%) of residents say that they feel safe in their neighborhoods during the day, and four out of five (88%) residents feel safe in Kent's commercial and shopping districts during the day.

As is typically seen, people feel less safe after dark. Twenty-three percent (23%) of residents say that they feel "somewhat unsafe," and 17 percent say they feel "very unsafe" in their neighborhoods after dark.

Similarly, one quarter (24%) of residents say they feel "somewhat unsafe" and 16 percent say they feel "very unsafe" in Kent's commercial and shopping districts after dark.

When asked to identify the most serious police-related problem in the neighborhood, property crimes such as burglaries and car theft / car prowling were the most commonly mentioned issues.

## CODE ENFORCEMENT AND HOUSING CONDITIONS

Nearly two thirds (65%) say that code enforcement violations are either "not a problem at all" (34%) or "only a small problem" (31%) in their neighborhood.

Twenty-seven percent (27%) say that they are "somewhat" of a problem, and 8 percent say code violations are a "big" problem in their neighborhood. The most commonly mentioned code violations were tall weeds or grass, accumulated trash or litter, and junk or inoperable vehicles.

Seventy-one (71%) of residents say that the condition of houses and properties in their neighborhood is "good" to "excellent"—only 4 percent say houses in their neighborhood are in "poor" condition.

## INFRASTRUCTURE MAINTENANCE

The majority of residents (59%) say that the roads in their neighborhood are mostly good with a few bad spots. While more residents say that there are many bad spots than say the roads are in good condition all over, the difference between the two groups is not statistically significant.

The mowing of grass and weeds along the sides of the street is seen as being fairly important—receiving a mean importance score of 6.70 out of 10. Similarly, most residents are somewhat satisfied with the job the city is doing mowing the grass and weeds on the sides of the street—receiving a mean satisfaction score of 6.44 out of 10.

The noise from train horns is not a very large issue according to most residents. Two thirds (66%) of residents say that the train noise does not bother them. However, one in five (21%) say that it bothers them "somewhat" or "greatly."

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## CONTRIBUTION OF PARKS AND RECREATION

Residents clearly that feel that Kent's parks and recreation facilities contribute to their overall quality of life, particularly community and neighborhood parks and public trails.

## HUMAN SERVICES

Overall, residents are not very familiar with volunteer opportunities nor with services provided by the City of Kent to reach out and include its diverse cultural and language populations. One quarter (25%) of residents are familiar with services provided for diverse cultural and language populations, and 26 percent are familiar with volunteer opportunities in the city.

## INFORMATION SOURCES AND KENT EMPLOYEES

The most commonly used information sources among residents are the Kent Reporter Newspaper (46% of residents mention using this), the city's website (44% mentions), and the Quarterly Parks and Recreation Guide (34% mentions).

Satisfaction with the city's website is quite high. Two thirds (66%) of residents indicate they are either "somewhat" or "very" satisfied with the website.

About one in five (21%) residents have had contact with a City of Kent employee in the past year; most (60%) have been in-person contact.

Those who have come in contact with city employees are generally quite satisfied, giving the employees high performance ratings for courtesy, accuracy, ability to reach the appropriate person, and promptness of response.

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# INTRODUCTION

## BACKGROUND AND OBJECTIVES

Home to just over 122,600 residents, the City of Kent is the sixth largest city in Washington. The city last conducted a resident survey in 2006, and the city's demographics and economy have changed substantially in the past 10 years. To that end, the City decided to conduct a new survey with the objectives of soliciting feedback in order to

- Identify the priorities and unmet needs of residents
- Measure perceptions about the services the city provides
- Encourage the development of positive relationships between residents and city staff
- Reinforce positive community activities and engagement

The survey was conducted June 8 to July 11, 2016.

## QUESTIONNAIRE DESIGN

The questionnaire design process began with a series of meetings with key stakeholders, department heads, council members, and the mayor in order to gain an understanding of items of importance to each of these individuals. NWRG prepared a questionnaire, including the 5-Star Rating questions, and each stakeholder was allowed to review and comment on the final version. The average survey time was approximately 24 minutes in length (on the phone) and included questions regarding

- Kent as a place to live
- Parks and recreation
- Government performance
- Taxes
- Businesses and the economy
- Transportation
- Human services
- Safety in Kent
- Police
- Code enforcement
- City employees
- Information / communications
- Demographics

Once completed, the survey was translated and made available in English and Spanish.

## METHODOLOGY

To ensure a representative sample of all residents and to address the high incidence of cell phone–only households or households whose members primarily use cell phones, the sampling and data collection methodology used an address-based sample and mixed-mode data collection (online and phone). The City of Kent provided NWRG with a complete list of census blocks within the city limits. NWRG drew a random sample of 15,000 households within the city limits. The sample was then matched against a comprehensive database in an effort to append a cellular or landline telephone number. Approximately 36 percent of the total sample drawn had an associated cell phone number, and an additional 26 percent had an associated landline number. A sample of these households was contacted by telephone.

A sample of those addresses not containing a matching phone number was sent a letter describing the purpose of the survey and inviting residents to participate online or by calling a toll-free phone number. The letters were printed on city letterhead and signed by Mayor Suzette Cooke. Each prenotification letter offered a unique login and a URL to access the survey. Respondents were screened to ensure that they were 18 years of age or older and living within Kent's city limits. More information on address-based sampling and methodology can be found in Appendix II. In order to boost representation among minority and younger residents, a targeted cell phone sample was ordered specifically toward those demographics.

Considerable time and effort were spent in determining into which, if any, languages the survey should be translated and administered. An analysis of the 2014 American Community Survey data revealed that 61 percent of Kent's population speak only English, 12 percent speak Spanish or "other" Spanish Creole. No other individual language consisted of greater than 3 percent of the population. To that end the survey was translated into Spanish and was available both online and via telephone in Spanish, but no other languages. The outreach materials also contained a brief Spanish overview of the survey as well as login instructions.

A total of 511 residents completed the entire survey. Using a 95 percent confidence level, the margin of error for the entire sample is no greater than plus or minus 4.3 percentage points. This means that if the study were duplicated in the same time frame with a different 511 respondents, sampled in the same fashion, 95 times out of 100, the same result would occur, within the stated range.

While the use of an address-based sample resulted in a representative sample of Kent's population as shown in Appendix IV, the city decided to make addition efforts to include members of its diverse population. To that end, additional outreach was conducted among the Living Well Kent and Kent Cultural-Diversity Initiative Group (KC-DIG) community groups in an effort to gain insight from minority and lesser-represented residents. As the additional outreach was not a scientific sample, results are not included in the body of the report. Details can be found in Appendix V.

Resident survey data are weighted to ensure that results of the 2016 Resident Survey are generally representative of the population of Kent according to 2014 American City Survey (ACS) 5-Year estimates. The first stage was weight-adjusted for the sample frame type by taking the proportion in the sample frame and dividing by the proportion of completed interviews for each sample type. The second weight is a poststratification weight created using a raked weight procedure to ensure that gender, age, race, and income distributions of the sample match those of all Kent residents. Unless otherwise noted, *weighted* data are used throughout this report. Details on the weighting methods used and a comparison of the weighted and unweighted sample to Kent's population can be found in Appendix IV.

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## QUALITY STANDARDS AND REPORTING CONVENTIONS

All work was conducted and is reported in accordance with ISO 20252: 2010 Market Research quality standards, and all respondents were assured that their responses would be kept confidential. No answers or opinions are tied back to individual residents, and responses are aggregated by neighborhood and analyzed by groups.

### *Benchmarking*

Benchmarking is defined as "the routine comparison with similar organizations of administrative processes, practices, costs and staffing, to uncover opportunities to improve services and/or to lower costs."[1] Benchmarking enables communities such as Kent to

- Quantify measures of performance

- Quantify the gap between the city and best practices

- Encourage focus on outcomes rather than simply performance

Northwest Research Group conducts an annual benchmarking study based on a national sample of over 2,400 households. Results are not aggregated from other studies completed from other jurisdictions or that are available in the public domain. Some of the questions asked in Kent's survey were drawn from NWRG's benchmarking survey. For benchmarking, Kent's results for key questions are compared to ratings among residents living in equivalent communities (Kent's 5-Star Rating and the category above).

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[1] Mark Howard & Bill Kilmartin, "Assessment of Benchmarking within Government Organizations," Accenture White Paper, May 2006.

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## Geographic Location of Respondents

In addition to analysis by key demographic segments, analysis looks at differences in results by each of Kent's planning zones.

The left side of the figure on this page shows the total *unweighted* number of interviews conducted in each planning zone, and the right side shows the total *weighted* number of interviews in each planning zone. While there are some differences, the general proportion of responses is similar to the population. Note that the study was not designed to control planning zone level populations, so the number of completed interviews may not match the actual population distribution of Kent.

*Map 1: Distribution of Interviews by Kent Planning Zones*

*Distribution of Responses (unweighted)*      *Distribution of Responses (weighted)*
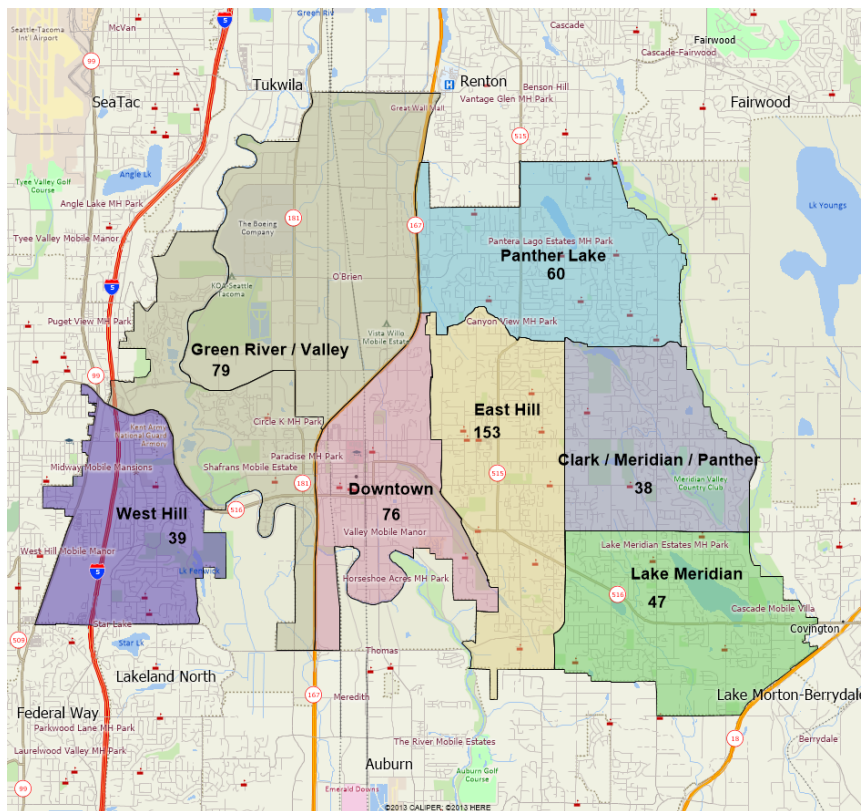
2016 City of Kent, WA Resident Survey
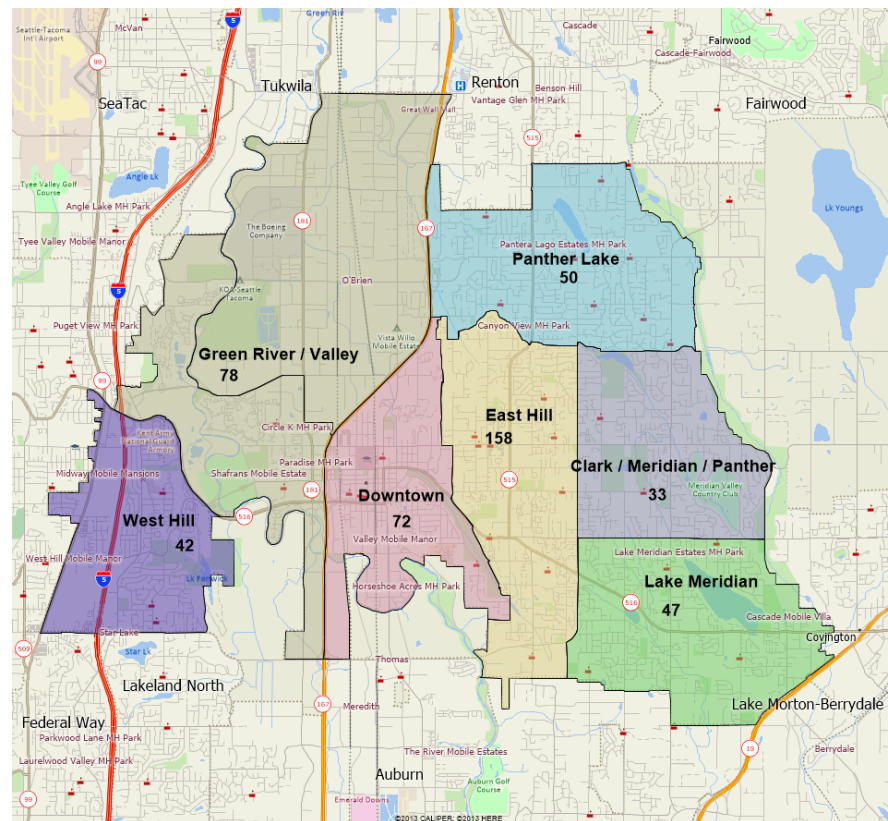
## Understanding the Data

This report summarizes the major findings of the research for each survey topic overall. Tables and charts provide supporting data. Unless otherwise noted, column percentages are used. Percentages are rounded to the nearest whole number. Columns generally sum to 100 percent except in cases of rounding. In some instances, columns sum to more than 100 percent due to multiple responses given to a single question; these cases are noted.

Except as noted, "don't know" and "refused" responses are counted as missing values and are not included in the reported percentages.

The base for a question may vary depending on answers to previous questions or inclusion in a specific analytical group—for example, residents who have had contact with the police versus those who have not had contact. Unless otherwise noted, the results in this report are based on the final weighted sample data, although actual (unweighted) base sizes are used to determine statistically significant differences and reliability.

## Reading Charts, Graphics, and Understanding Icons

The report also identifies differences that are statistically significant. If a particular difference is large enough to be unlikely to have occurred due to chance or sampling error, the difference is statistically significant. Unless otherwise noted, statistical significance was tested at the 95 percent confidence levels. A statistically significant difference may not always be practically significant. The differences of practical significance depend on the judgment of the organization's management. Statistical significance is indicated throughout the text of the report and is also noted in charts and tables.

On charts, significance is indicated by the use of arrows. An "up" arrow indicates that the result is significantly greater or higher. A "down" arrow indicates the result is significantly less or lower. Statistical comparisons are only conducted within demographic groups (e.g. renters vs. owners) and never between demographic groups (e.g. renters vs. born the US).

The chart to the right provides an example of how significance is displayed. In this chart, we see that the mean score for "Sense of Community" is significantly lower for renters (5.07↓) than the mean score among owners (5.72↑). This is indicated by the ↓ and ↑ arrows next to each number. We can see that the mean score is driven by differences in attitude between "some community" and "neutral." Owners are significantly more likely than renters to say that they have some sense of community (32%↑ vs 19%↓), while, conversely, renters are significantly more likely to give a neutral rating (45%↑) than owners (34%↑).


Figure 22: Sense of Community

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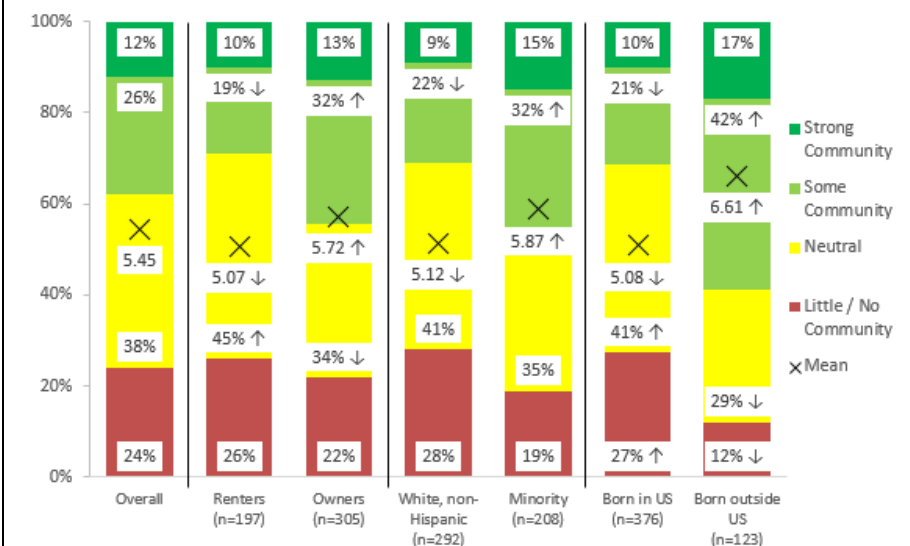
# KEY FINDINGS

## 5-STAR RATING

Northwest Research Group's community research program includes a proprietary index and benchmarking tool, the 5-Star CityMark™ Rating. This rating is a brand health index designed to measure the overall quality of governance and vision as a complement to traditional and individual measures of the quality of life and delivery of services in a city.

The-5-Star Rating is a composite index that uses a robust theoretical and mathematical model to capture the essence of how well a city or town meets the critical needs and expectations of its residents and. The model is based on a weighted sum of five questions: (1) overall quality of life, (2) overall quality of city services, (3) perceived comparability to other communities, (4) direction the city is headed, and (5) perceived value of services for tax dollars paid.

Each question is given a relative weight based on proprietary algorithm, and all questions are then combined to create the 5-Star Rating. The relative strength of the weights used for each question are shown in the figure to the right. Comparability to other Communities receives the greatest weight in the formula, while the Overall Quality of City Services receives the smallest weight in the formula.

**Relative Weight in Model**

- Comparability to Other Communities
- Direction Community Is Headed
- Overall Quality of Life
- Value of Services for Tax Dollars Paid
- Overall Quality of City Services

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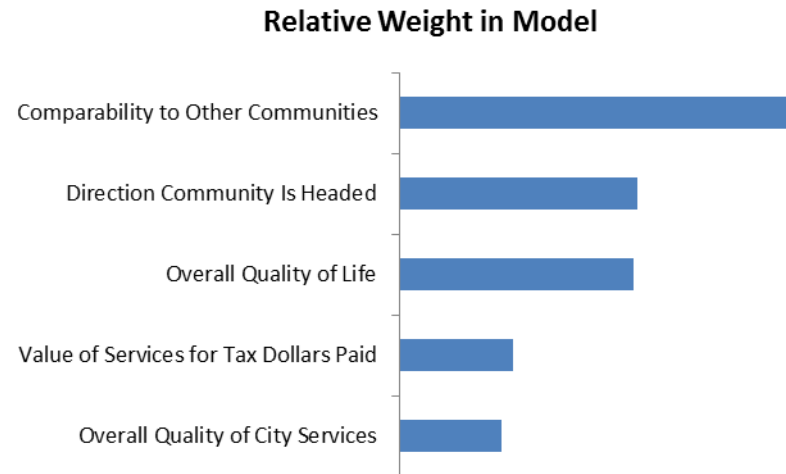
*Overall 5-Star Rating*

Kent is a solid 3.5-Star City, receiving moderate to good ratings on four out of the five power measures.

**2016**  ★★★☆

| **NWRG1: How would you rate the overall quality of life in Kent?** | | **2016** |
|---|---|---|
| | **% Combined Exceeds Expectations** | 53% |
| | % Greatly Exceeds Expectations | 10% |
| | % Exceeds Expectations | 43% |
| | Mean | 6.31 |

| **NWRG2: How would you rate the overall quality of services provided by the City of Kent?** | | **2016** |
|---|---|---|
| | **% Combined Exceeds Expectations** | 58% |
| | % Greatly Exceeds Expectations | 15% |
| | % Exceeds Expectations | 43% |
| | Mean | 6.52 |

| **NWRG3: Compared with other cities and towns, how would you rate Kent as a place to live?** | | **2016** |
|---|---|---|
| | **% Combined Better than Other Cities** | 47% |
| | % Significantly Better Than | 11% |
| | % Better than Other Cities | 36% |
| | Mean | 6.10 |

| **NWRG4: Overall, would you say that Kent is headed in the right or wrong direction?** | | **2016** |
|---|---|---|
| | **% Combined Right Direction** | 45% |
| | % Strongly Right Direction | 16% |
| | % Somewhat Right Direction | 29% |
| | Mean | 6.10 |

| **NWRG5: Do you feel that you are getting your money's worth for your tax dollar or not?** | | **2016** |
|---|---|---|
| | **% Combined Receiving Value** | 43% |
| | % Strongly Receive Value | 12% |
| | % Somewhat Receive Value | 31% |
| | Mean | 5.76 |

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Kent outperforms other 3.5-Star ratings for nearly all key attributes and even performs near 4-Star levels in a few areas, meaning that there is a real chance to see overall improvement in the city's rating.

Kent performs at 4-Star levels regarding the Quality of Services provided.

Kent performs near 4-Star levels regarding the Value of Services provided by the City

While Kent outperforms 3.5-Star ratings for the Direction the City is headed, the city lags when compared to 4-Star ratings.

Key areas for improvement are the Overall Quality of Life and Comparability to Other Communities, both of which perform in line with 3.5-Star ratings.



Overall Quality of Life
Overall Quality of Services
Comparability to Other Communities
Direction Community is Headed
Value of Services

Kent
Other 3.5-Star Communities
4-Star Communities
4.5/5-Star Communities

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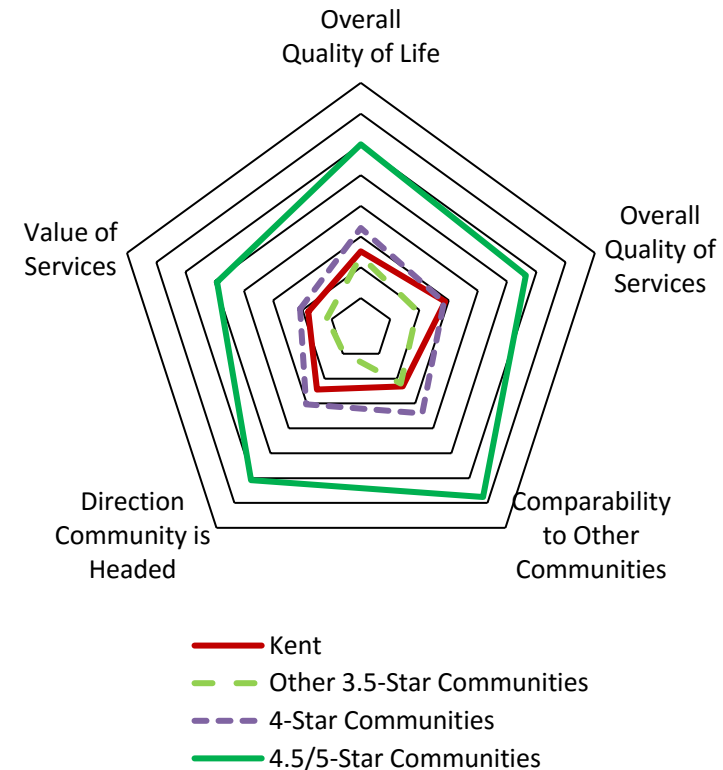
## 5-Star Rating by Planning Zone

Overall Star Ratings vary across the city.

- Those living downtown and in Green River / Valley primarily rate Kent as a 4-Star city
- Residents living in Clark / Meridian / Panther and Lake Meridian rate Kent as a 3-Star city.

*Table 1: 5-Star Rating by Planning Zone*

| | < 3.5-Star | 3.5-Star | 4-Star | 4.5/5-Star | Star Rating |
|---|---|---|---|---|---|
| **Citywide** | 43% | 11% | 24% | 22% | 3.5-Star |
| **Clark / Meridian / Panther** | 53% | 11% | 24% | 12% | 3-Star |
| **Downtown** | 35% | 5% | 29% | 31% | 4-Star |
| **East Hill** | 42% | 12% | 24% | 23% | 3.5-Star |
| **Green River / Valley** | 34% | 15% | 29% | 22% | 4-Star |
| **Lake Meridian** | 57% | 4% | 18% | 21% | 3-Star |
| **Panther Lake** | 46% | 15% | 15% | 24% | 3.5-Star |
| **West Hill** | 51% | 19% | 24% | 6% | 3.5-Star |

5-Star Rating is a computed variable.
Base: All respondents (n = 511)
**Bold text** indicates significant difference from other zones at a 95% confidence level.

*Map 2: 5-Star Rating by Zone*

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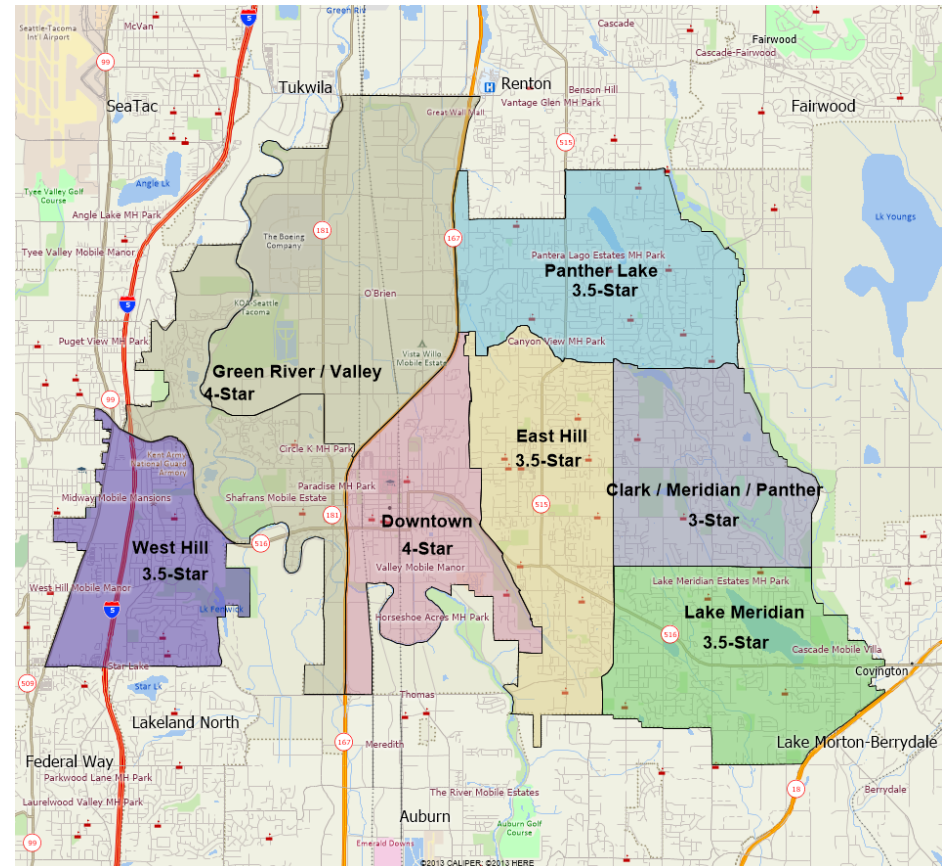
# 5-STAR POWER QUESTIONS

## *Overall Quality of Life in Kent*

Just over half of Kent residents say that the quality of life "exceeds" or "greatly exceeds" their expectations.

- Residents who were born outside of the United States are significantly more likely that US-born residents to say that the quality of life "exceeds" expectations.
- Ratings are fairly consistent across planning zones.

*Figure 5: Overall Quality of Life in Kent*
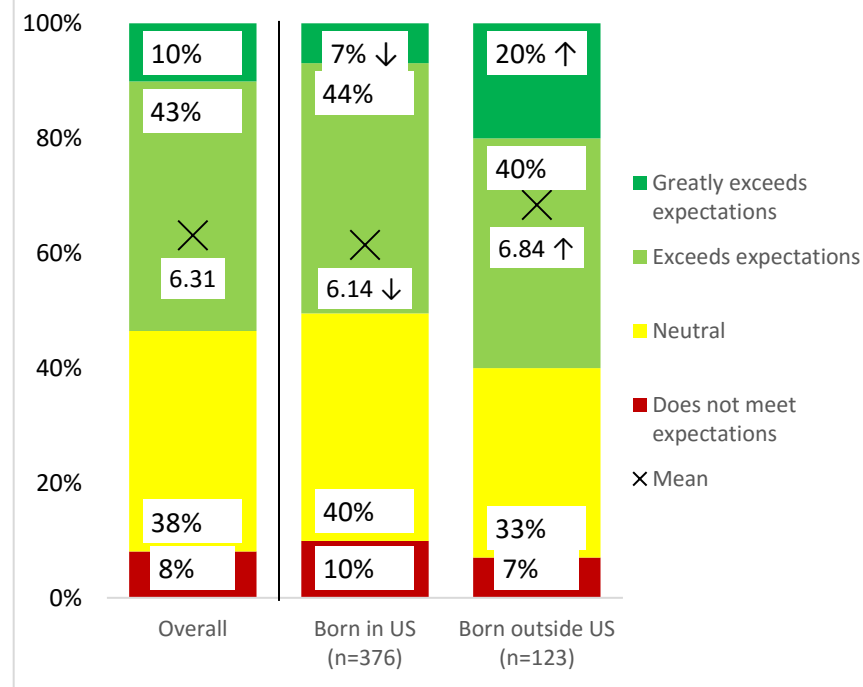


NWRG1—*How would you rate the overall quality of life in Kent?*
Mean based on 11-point scale where "0" means "does not meet expectations at all" and "10" means "greatly exceeds expectations"
Base: All respondents (n = 511)

*Map 3: Overall Quality of Life in Kent by Zone*
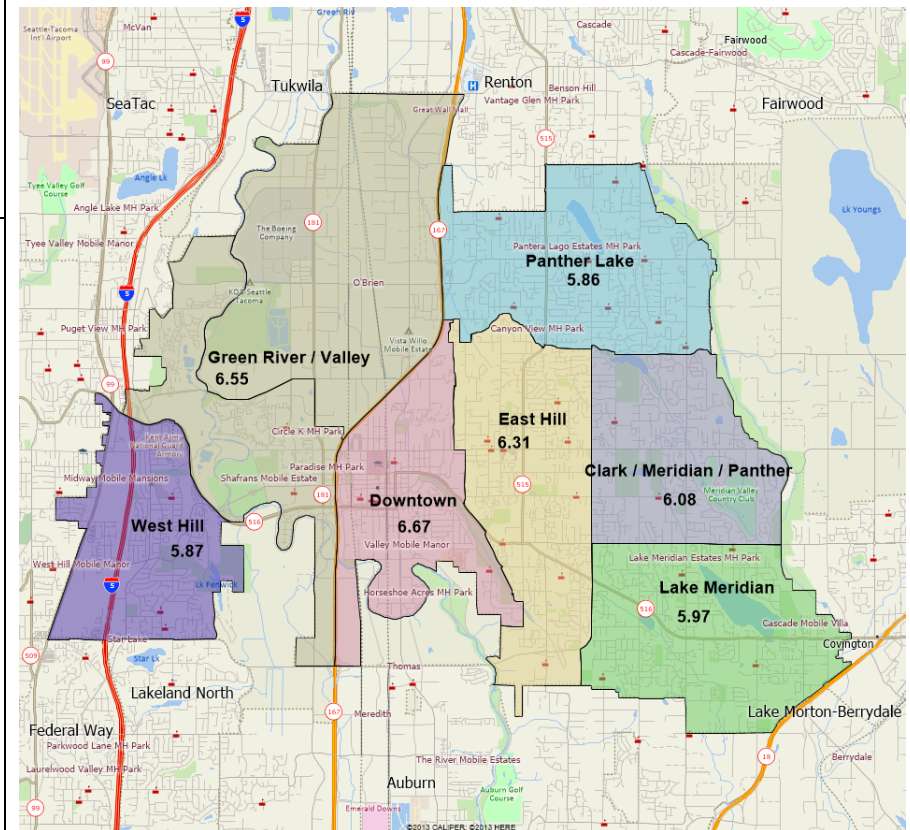


*Maps illustrate differences in mean ratings by zone when compared to other zones. Planning zones with the highest mean score are green, those near the middle are yellow, and those with lower relative means are orange and red. Note that these are relative ratings and red does **not** indicate an "absolute" bad score.*

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While Kent performs above other 3.5-Star benchmarks and similar to 4-Star benchmarks, the city is below national and Puget Sound levels.

*Figure 6: Overall Quality of Life in Kent—Benchmarked*
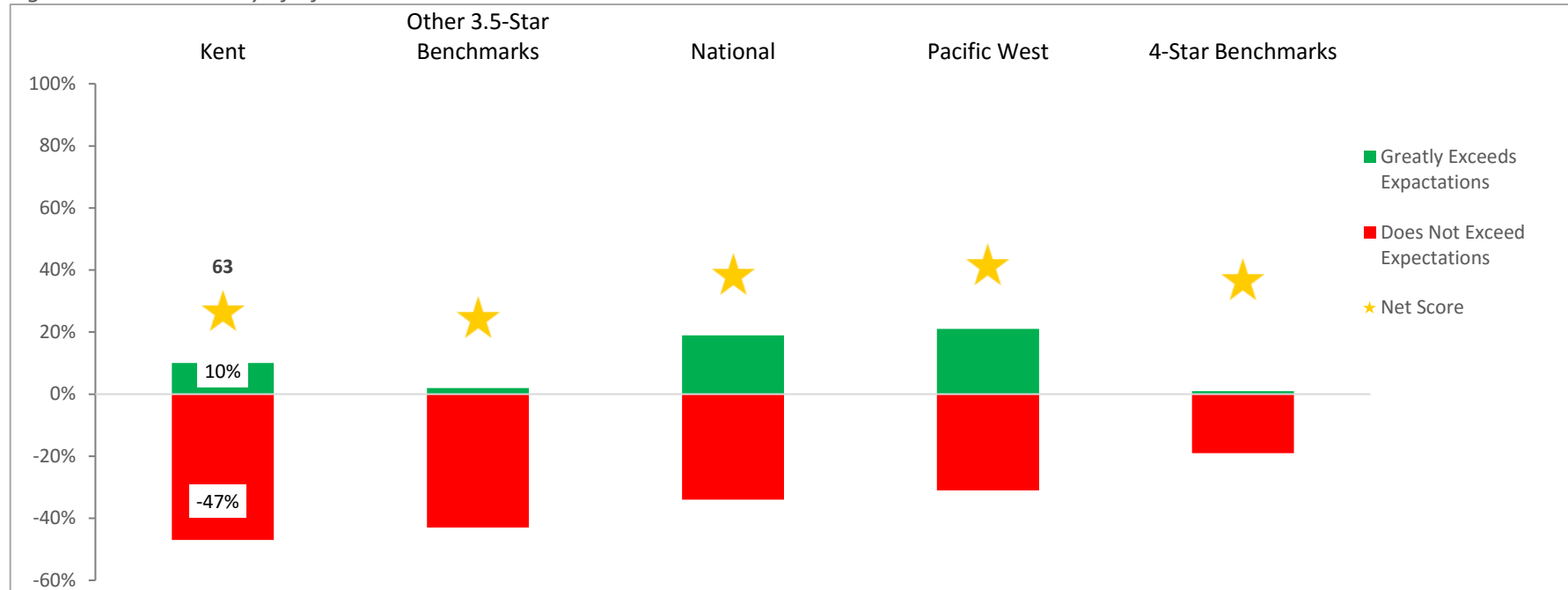


*NWRG1—How would you rate the overall quality of life in Kent?*
*Base: All respondents (n = 511)*
*© Copyright 2016, Northwest Research Group, LLC. All rights reserved; benchmark numbers should not be reproduced or used in any form without written permission.*

*For benchmarking comparisons, NWRG created a variation of the Net Promoter Score. Questions were asked on an 11-point scale (0–10), and responses were grouped so that those who responded 0 through 6 are indicated by the red bar, those who responded 9 or 10 are shown by the green bar, and those who responded 7 or 8 are not shown. The net score was computed by subtracting the red bar from the green bar (e.g., 36% – 10% = 26%), then multiplied by 100 to create a whole number (26% × 100 = 26). Finally, 100 was added to the product so that the scores are set on a scale from 0 to 200. In order to get a zero, every respondent must have answered between 0 and 6. Conversely, in order to get a 200, every respondent must have answered either a 9 or 10.*

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## *Overall Quality of Kent's Services*

Over half of residents say that the quality of city services meets or exceeds their expectations. There is room for improvement, however, as three times the number of residents think that the quality of services simply "meets" rather than "exceeds" expectations.

- Minority residents provide significantly higher ratings regarding the quality of services.
- Residents living downtown have the highest ratings, whereas those living in West Hill provide the lowest.

*Figure 7: Overall Quality of City Services*

| | Overall | White, Non-Hispanic (n=292) | Minority (n=208) |
|---|---|---|---|
| Greatly exceeds expectations | 15% | 11% ↓ | 19% ↑ |
| Exceeds expectations | 43% | 44% | 42% |
| Mean | 6.52 | 6.31 ↓ | 6.80 ↑ |
| Neutral | 34% | 36% | 32% |
| Does not meet expectations | 8% | 9% | 7% |

NWRG2—How would you rate the overall quality of services provided by the City of Kent?
*Mean based on 11-point scale where "0" means "does not meet expectations at all" and "10" means "greatly exceeds expectations"*
*Base: All respondents (n = 511)*

*Map 4: Quality of Kent's Services by Zone*
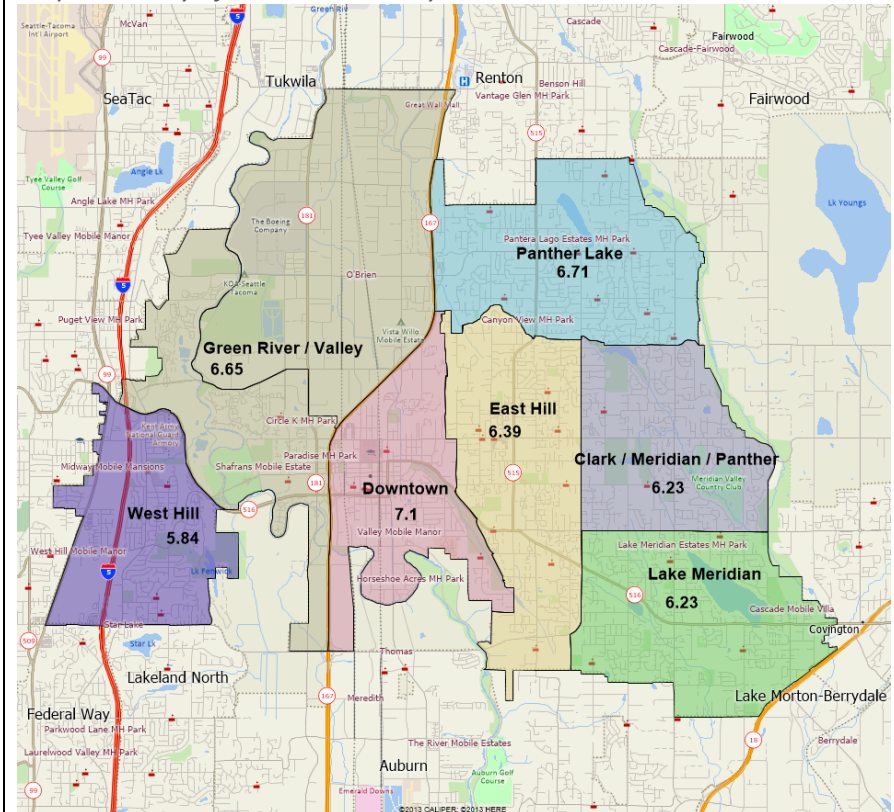
*Maps illustrate differences in mean ratings by zone when compared to other zones. Planning zones with the highest mean score are green, those near the middle are yellow, and those with lower relative means are orange and red. Note that these are relative ratings, and red does **not** indicate an "absolute" bad score.*

Panther Lake 6.71
Green River / Valley 6.65
East Hill 6.39
Clark / Meridian / Panther 6.23
Downtown 7.1
West Hill 5.84
Lake Meridian 6.23

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Kent is well above other 3.5-Star benchmarks and performs similar to 4-Star, national, and Pacific West benchmarks.

*Figure 8: Overall Quality of City Services—Benchmarked*



NWRG1—How would you rate the overall quality of services provided by the City of Kent?
Base: All respondents (n = 511)
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*For benchmarking comparisons, NWRG created a variation of the Net Promoter Score. Questions were asked on an 11-point scale (0–10), and responses were grouped so that those who responded 0 through 6 are indicated by the red bar, those who responded 9 or 10 are shown by the green bar, and those who responded 7 or 8 are not shown. The net score was computed by subtracting the red bar from the green bar (e.g., 36% – 10% = 26%), then multiplied by 100 to create a whole number (26% × 100 = 26). Finally, 100 was added to the product so that the scores are set on a scale from 0 to 200. In order to get a zero, every respondent must have answered between 0 and 6. Conversely, in order to get a 200, every respondent must have answered either a 9 or 10.*

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## Comparability to Other Communities

Nearly half (47%) of residents believe that Kent is "somewhat" or "significantly" better than other communities.

- Income is the largest dividing line regarding this rating. Residents with incomes below $35,000 are significantly more likely to say that Kent is similar to or worse than other communities.
- Similar to other findings, those living downtown provide higher ratings than others.

*Figure 9: Kent as a Place to Live Compared to Other Communities*

NWRG3—Compared with other cities and towns, how would you rate Kent as a place to live?
Mean based on 11-point scale where "0" means "significantly worse than other cities" and "10" means "significantly better than other cities"
Base: All respondents (n = 511)

*Map 5: Comparability to Other Communities by Planning Zone*
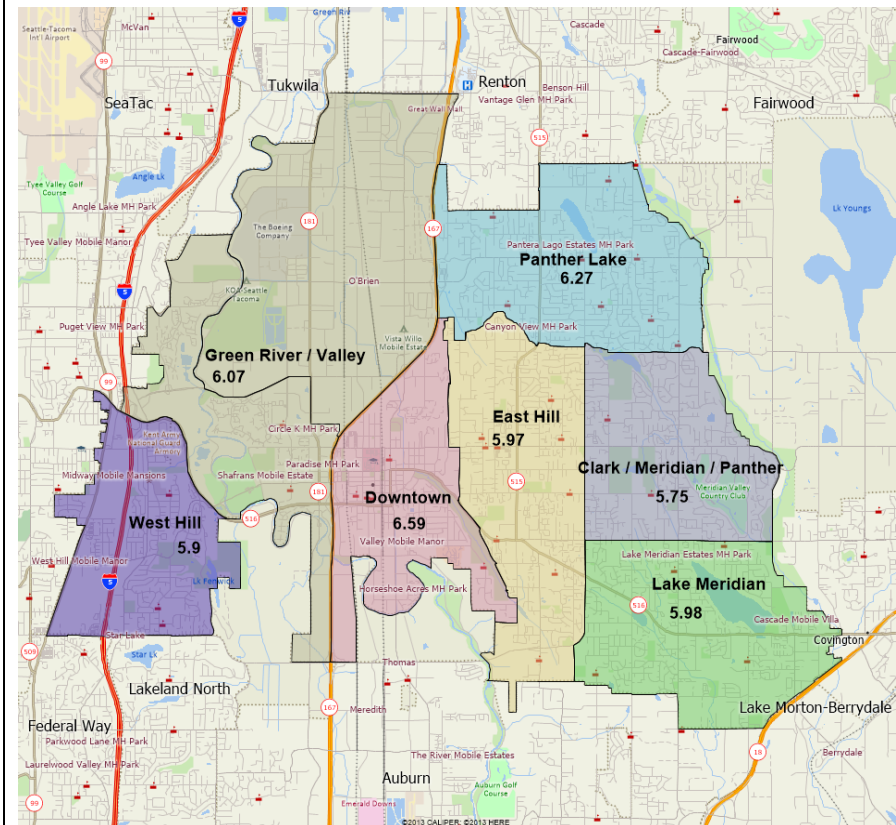
*Maps illustrate differences in mean ratings by zone when compared to other zones. Planning zones with the highest mean score are green, those near the middle are yellow, and those with lower relative means are orange and red. Note that these are relative ratings, and red does **not** indicate an "absolute" bad score.*

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When Comparability to other Communities is benchmarked, Kent's performance is similar to 3.5-Star benchmarks but lags slightly when compared to 4-Star, national, and other Pacific West benchmarks.

*Figure 10: Comparability to Other Communities—Benchmarked*



Base: All respondents (n = 511)

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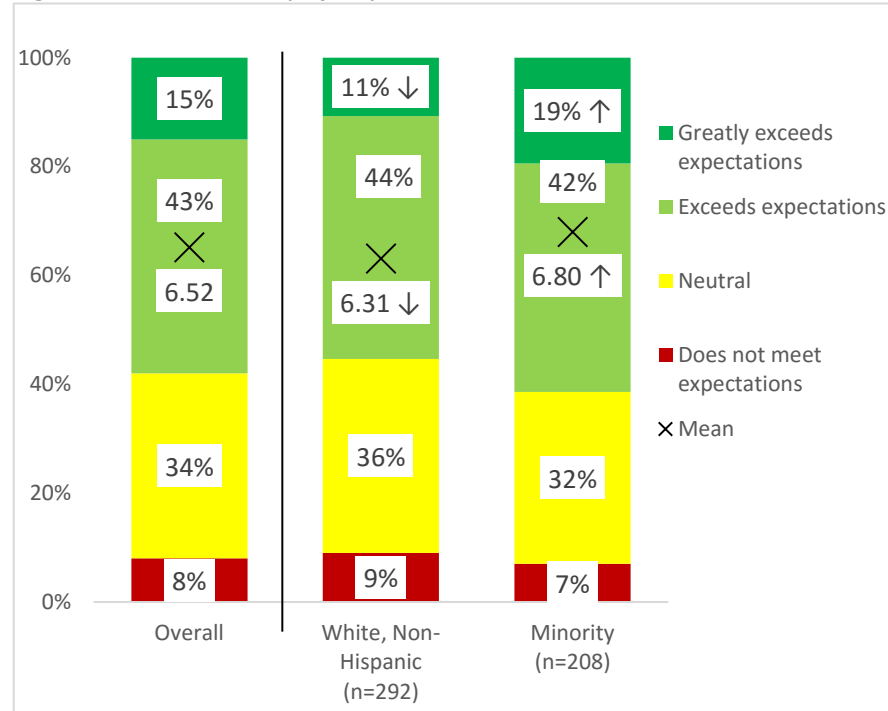
*For benchmarking comparisons, NWRG created a variation of the Net Promoter Score. Questions were asked on an 11-point scale (0–10), and responses were grouped so that those who responded 0 through 6 are indicated by the red bar, those who responded 9 or 10 are shown by the green bar, and those who responded 7 or 8 are not shown. The net score was computed by subtracting the red bar from the green bar (e.g., 36% – 10% = 26%), then multiplied by 100 to create a whole number (26% × 100 = 26). Finally, 100 was added to the product so that the scores are set on a scale from 0 to 200. In order to get a zero, every respondent must have answered between 0 and 6. Conversely, in order to get a 200, every respondent must have answered either a 9 or 10.*

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## *Direction Kent Is Headed*

Respondents were asked to indicate if they felt that Kent was headed in the right or wrong direction.

Forty-five percent (45%) believe that Kent is headed in the right direction; one out of six believes so "strongly."

- Newer residents, those living in Kent for fewer than 20 years, are more likely to believe Kent is headed in the right direction.
- Similarly, those with household incomes of $35,000 or lower are more likely to believe Kent is headed in the right direction.
- Those who live downtown are most likely to say the city is headed in the right direction.

*Figure 11: Direction Kent Is Headed by Length of Residence*



| | Overall | 20+ Years (n=102) | 10 to < 20 years (n=131) | 2 to < 10 Years (n=179) | < 2 Years (n=67) |
|---|---|---|---|---|---|
| Strongly Right | 16% | 8% ↓ | 12% | 19% | 18% |
| Right Direction | 29% | 25% | 33% | 28% | 36% |
| Mean | 6.10 | 5.45 ↓ | 6.15 | 6.25 | 6.57 |
| Neither Right nor Wrong | 42% | 46% | 44% | 43% | 38% |
| Wrong Direction | 13% | 20% ↑ | 11% | 10% | 8% |
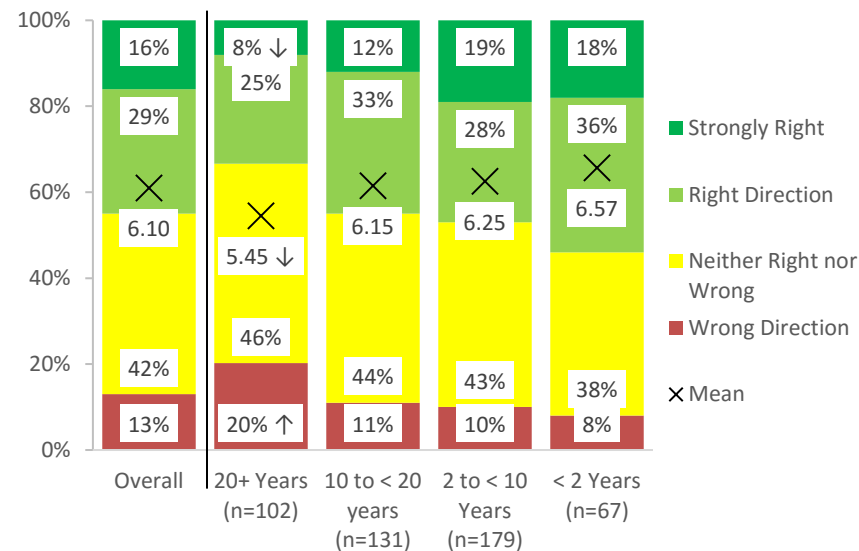
*NWRG4—Overall, would you say that Kent is headed in the right or wrong direction?*
*Mean based on eleven-point scale where "0" means, "strongly wrong direction" and "10" means "strongly right direction."*
*Base: All respondents (n = 511)*

*Map 6: Direction City is Headed by Planning Zone*
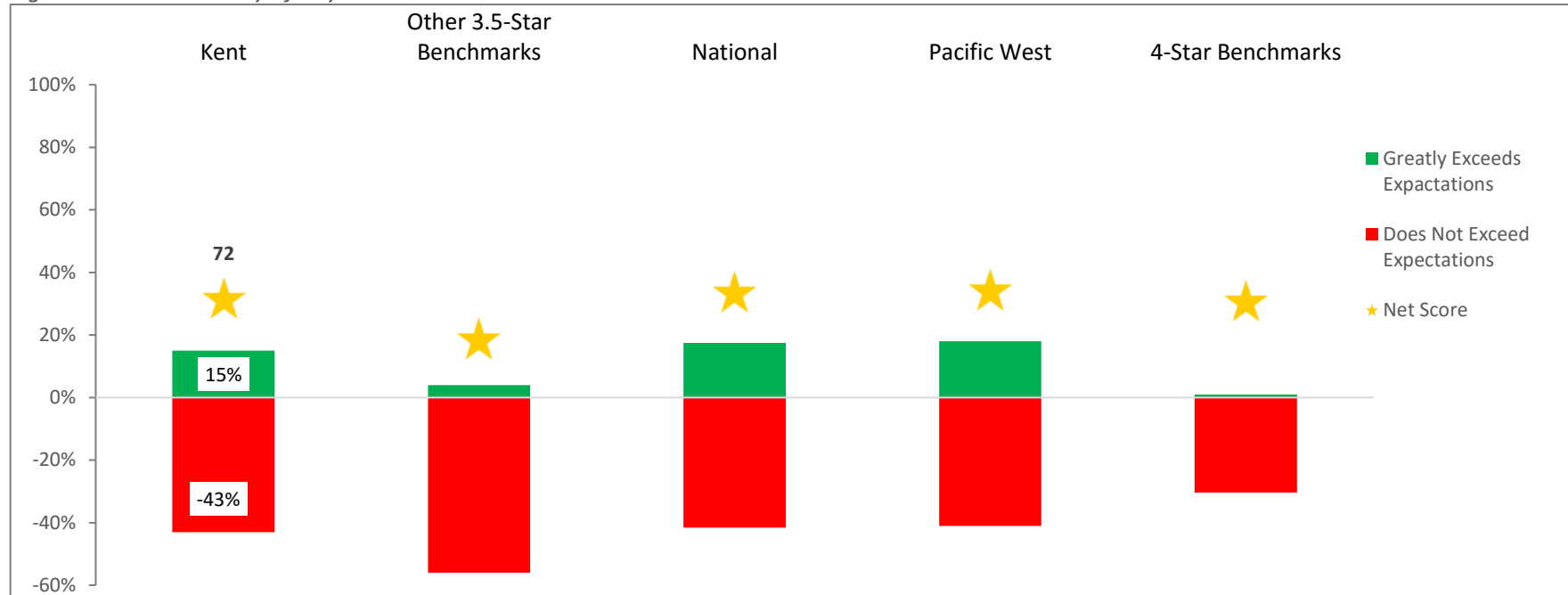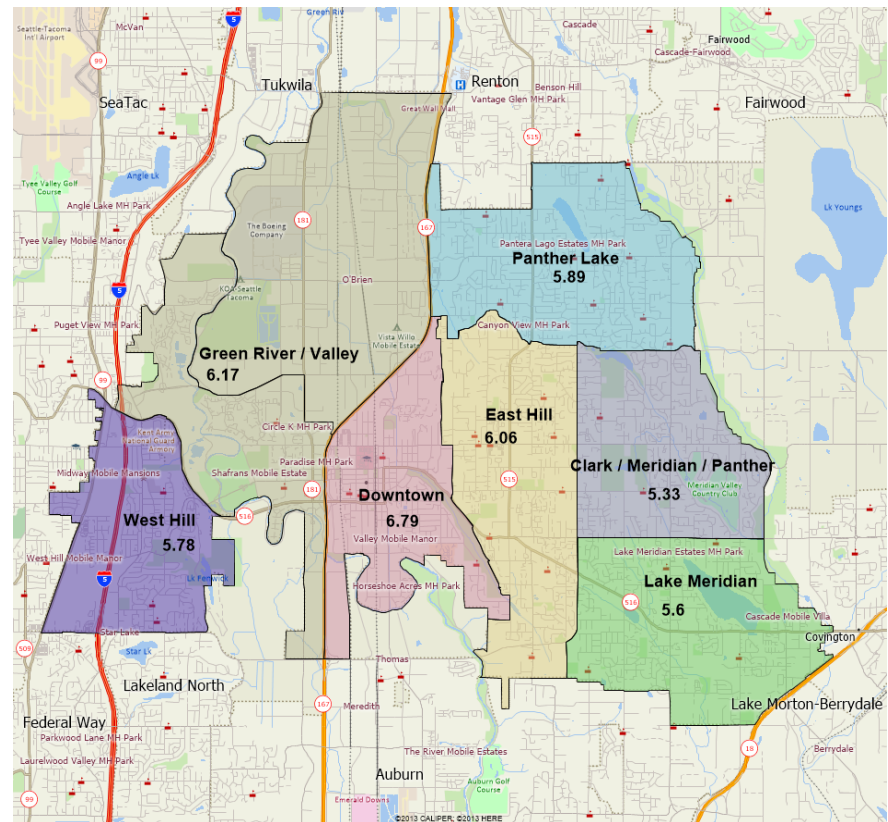


*Maps illustrate differences in mean ratings by zone when compared to other zones. Planning zones with the highest mean score are green, those near the middle are yellow, and those with lower relative means are orange and red. Note that these are relative ratings, and red does **not** indicate an "absolute" bad score.*

Kent is well ahead of other 3.5-Star benchmarks regarding the direction the city is headed and is near 4-Star levels.

*Figure 12: Direction Kent Is Headed—Benchmarked*

*For benchmarking comparisons, NWRG created a variation of the Net Promoter Score. Questions were asked on an 11-point scale (0–10), and responses were grouped so that those who responded 0 through 6 are indicated by the red bar, those who responded 9 or 10 are shown by the green bar, and those who responded 7 or 8 are not shown. The net score was computed by subtracting the red bar from the green bar (e.g., 36% − 10% = 26%), then multiplied by 100 to create a whole number (26% × 100 = 26). Finally, 100 was added to the product so that the scores are set on a scale from 0 to 200. In order to get a zero, every respondent must have answered between 0 and 6. Conversely, in order to get a 200, every respondent must have answered either a 9 or 10.*

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## Value of Services for Tax Dollars Paid

Just over two out of five (43%) of residents say they are getting their money's worth for the tax dollar paid.

- Males are significantly more likely than females to say they are not getting their money's worth.
- Kent residents who were born outside of the United States are more likely than those born in the US to say they are getting their money's worth.
- Those living in West Hill provide the lowest score for this area.

*Figure 13: Value of Services for Tax Dollars Paid*
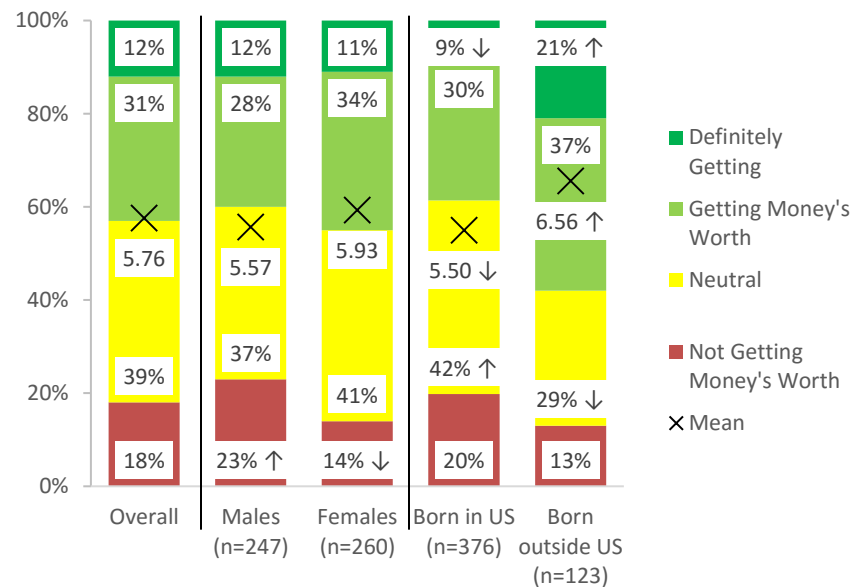
*NWRG5—Do you feel you are getting your money's worth for your city tax dollar?*
*Mean based on 11-point scale where "0" means "definitely not getting money's worth," and "10" means "definitely getting money's worth."*
*Base: All respondents (n = 511)*

*Map 7: Value of Services for Tax Dollars Paid by Planning Zone*
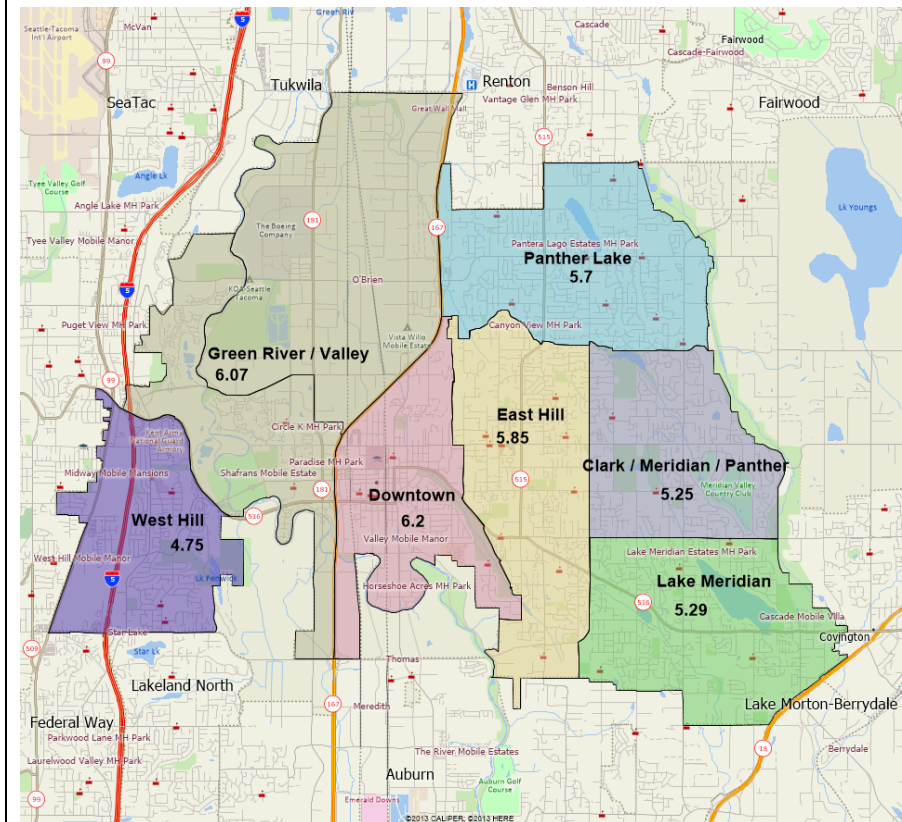
*Maps illustrate differences in mean ratings by zone when compared to other zones. Planning zones with the highest mean score are green, those near the middle are yellow, and those with lower relative means are orange and red. Note that these are relative ratings, and red does **not** indicate an "absolute" bad score.*

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Kent performs well above 3.5-Star benchmarks and is at 4-Star levels for the value of services provided. Kent also performs similar to national and other Pacific West benchmarks.

*Figure 14: Value of Services for Tax Dollars Paid—Benchmarked*
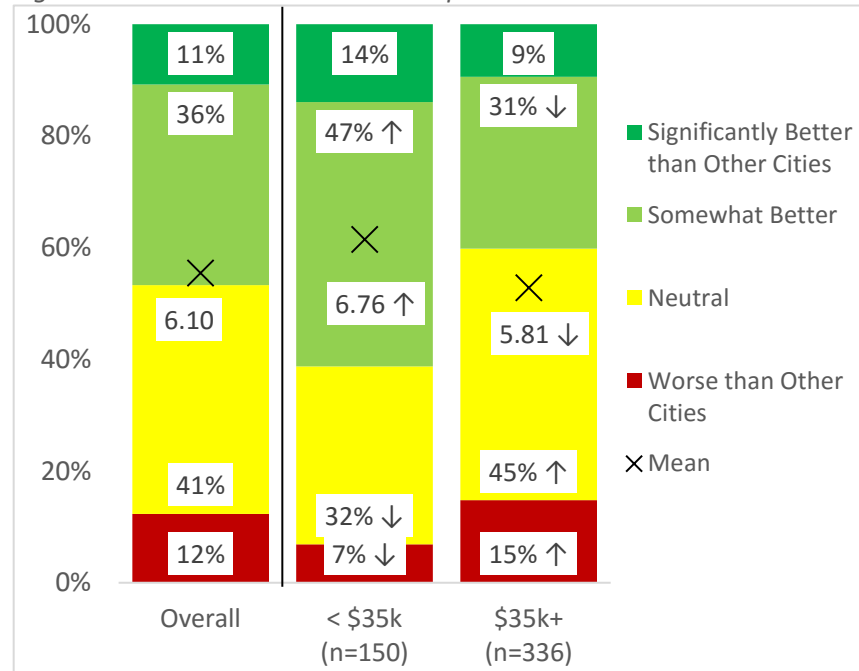


*Base: All respondents (n = 511)*

*For benchmarking comparisons, NWRG created a variation of the Net Promoter Score. Questions were asked on an 11-point scale (0–10), and responses were grouped so that those who responded 0 through 6 are indicated by the red bar, those who responded 9 or 10 are shown by the green bar, and those who responded 7 or 8 are not shown. The net score was computed by subtracting the red bar from the green bar (e.g., 36% – 10% = 26%), then multiplied by 100 to create a whole number (26% × 100 = 26). Finally, 100 was added to the product so that the scores are set on a scale from 0 to 200. In order to get a zero, every respondent must have answered between 0 and 6. Conversely, in order to get a 200, every respondent must have answered either a 9 or 10.*

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## RECOMMENDING KENT AS A PLACE TO LIVE

Nearly half (47%) of Kent residents say that they would recommend Kent as a place to live to a friend or family member.

- Minority residents are significantly more likely to recommend Kent as a place to live.
- Residents with incomes below $35,000 are also more likely to recommend Kent as a place to live.
- There are no significant differences based on planning zone.

### Figure 15: Recommending Kent as a Place to Live
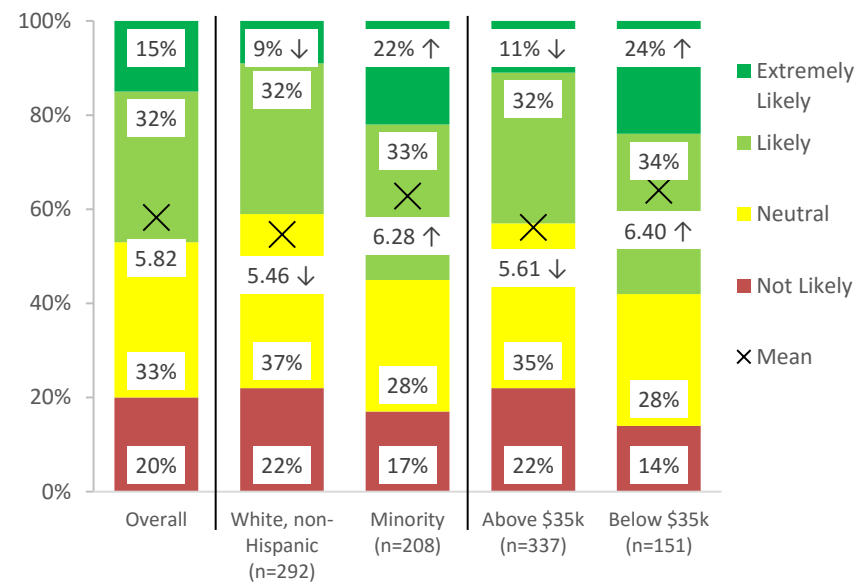
RECOMMEND— How likely would you be to recommend Kent as a place to live to a friend or family member?
Mean based on 11-point scale where "0" means "not at all likely" and "10" means "extremely likely."
Base: All respondents (n = 511)

### Map 8: Recommendation of Kent as a Place to Live
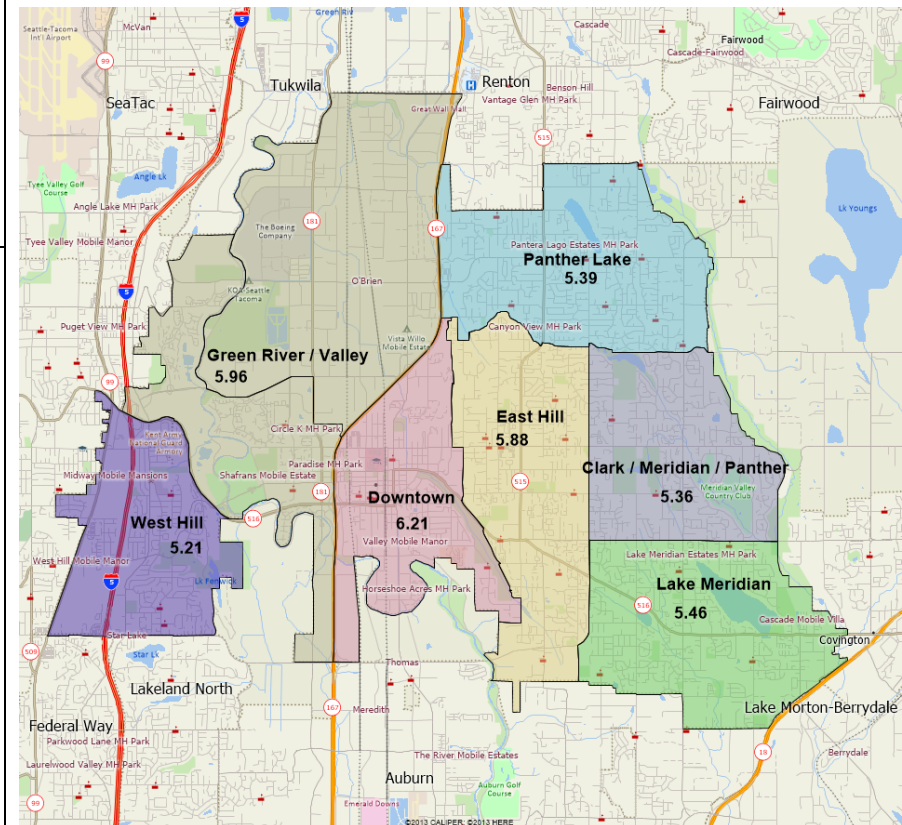
Maps illustrate differences in mean ratings by zone when compared to other zones. Planning zones with the highest mean score are green, those near the middle are yellow, and those with lower relative means are orange and red. Note that these are relative ratings, and red does **not** indicate an "absolute" bad score.

## Reasons for (Not) Recommending

Residents were asked to indicate why they did or did not recommend Kent as a place to live. The open-ended responses were coded. Most residents provided several reasons, and many provided both positive and negative aspects regarding Kent in the same comment. The figures below provide a highlight regarding positives and negatives. Full verbatim text is available under a separate cover.



*Figure 16: Positive Comments Regarding Recommending Kent*
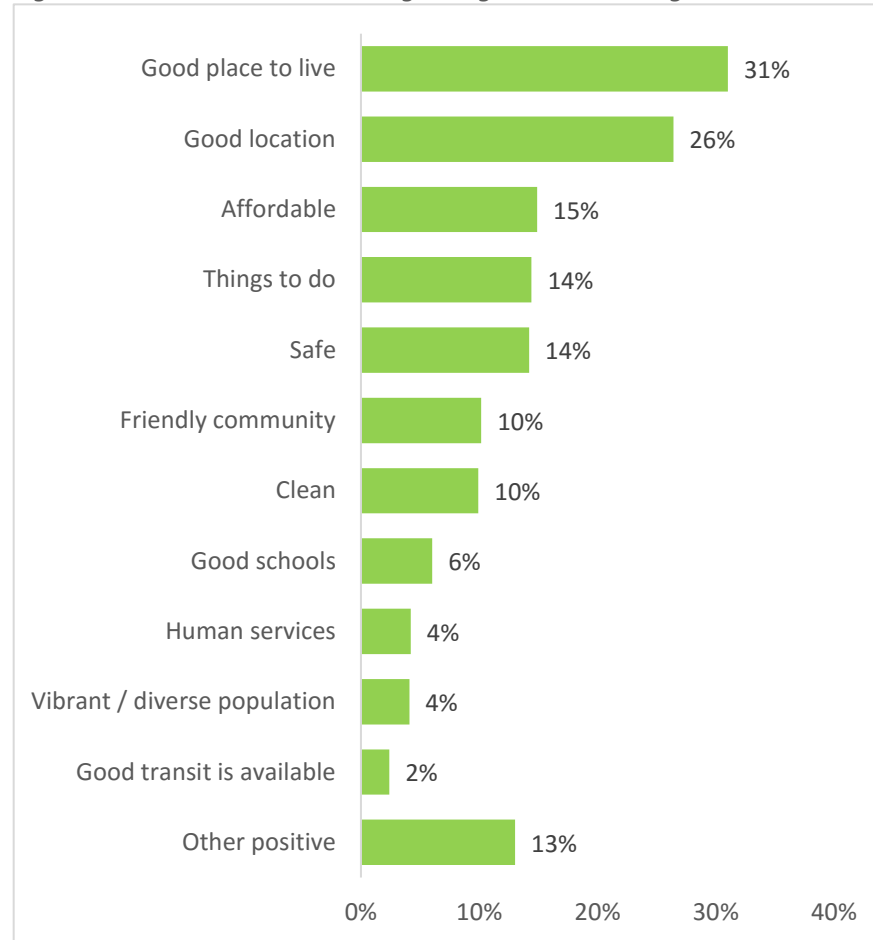
| | |
|---|---|
| Good place to live | 31% |
| Good location | 26% |
| Affordable | 15% |
| Things to do | 14% |
| Safe | 14% |
| Friendly community | 10% |
| Clean | 10% |
| Good schools | 6% |
| Human services | 4% |
| Vibrant / diverse population | 4% |
| Good transit is available | 2% |
| Other positive | 13% |

RECOMMEND1—Why do you feel that way?
Base: All respondents (n=511) – multiple response – showing only percentage of positive comments



*Figure 17: Negative Comments Regarding Recommending Kent*
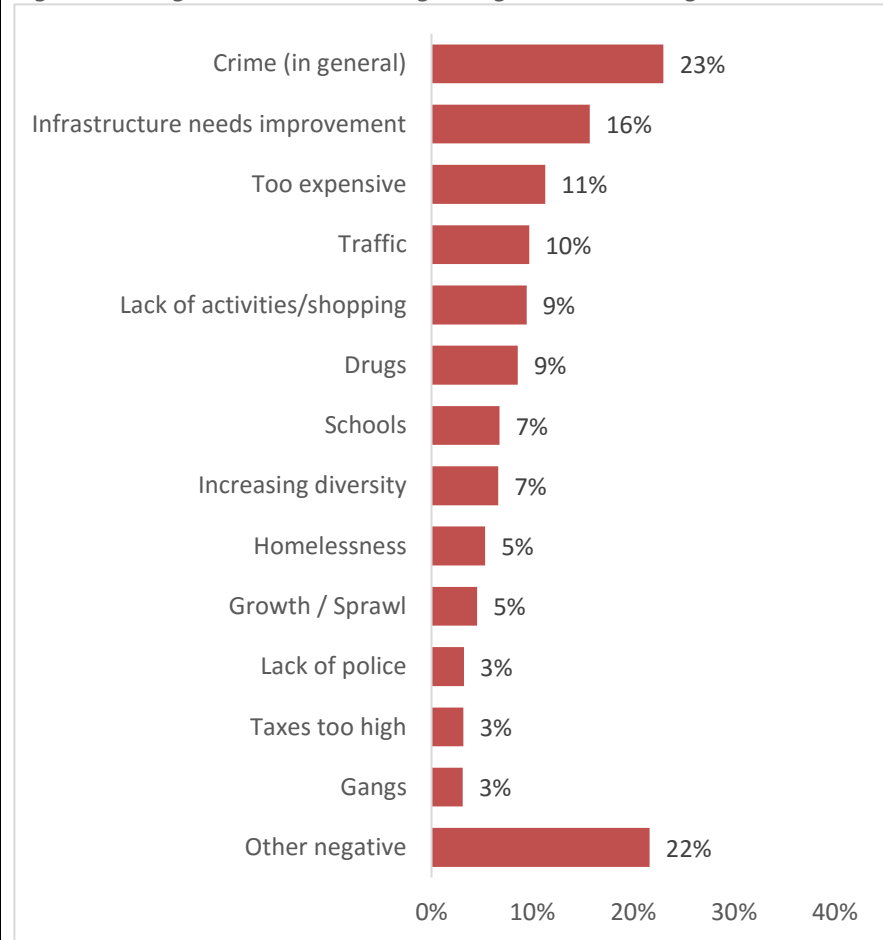
| | |
|---|---|
| Crime (in general) | 23% |
| Infrastructure needs improvement | 16% |
| Too expensive | 11% |
| Traffic | 10% |
| Lack of activities/shopping | 9% |
| Drugs | 9% |
| Schools | 7% |
| Increasing diversity | 7% |
| Homelessness | 5% |
| Growth / Sprawl | 5% |
| Lack of police | 3% |
| Taxes too high | 3% |
| Gangs | 3% |
| Other negative | 22% |

RECOMMEND1—Why do you feel that way?
Base: All respondents (n=511) – multiple response – showing only percentage of negative comments

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# KEY DRIVERS ANALYSIS

## *Creation of Community Dimensions*

The 2016 Resident Survey asked 31 questions regarding residents' perceptions of the quality of various aspects of the City of Kent.

Factor analysis is a type of advanced analytics that looks at the responses to multiple questions and groups questions with highly correlated responses into factors . All 31 of the questions were analyzed, and the results showed that many of the answers were highly related (e.g., individual responses to questions dealing with government action were very similar). The scores of the related questions are combined to create a new variable called a dimension.

The use of factor analysis to create these dimensions simplifies reporting and provides for a more stable model when running other analytics such as the Key Drivers Analysis discussed later in this report.

Appendix I shows which questions were highly related to one another and how they were grouped to create each of the six dimensions: Human Services, Mobility, Infrastructure Maintenance, Parks, Livability, and Government Performance.

*Figure 18: Overall Performance on Key Question Indicator Dimensions*



Overall Key Community Dimension Scores

| Dimension | Score |
|---|---|
| Human Services | 6.64 |
| Mobility | 6.55 |
| Infrastructure Maintenance | 6.38 |
| Parks | 6.36 |
| Overall | 6.26 |
| Livability | 5.96 |
| Government Performance | 5.70 |

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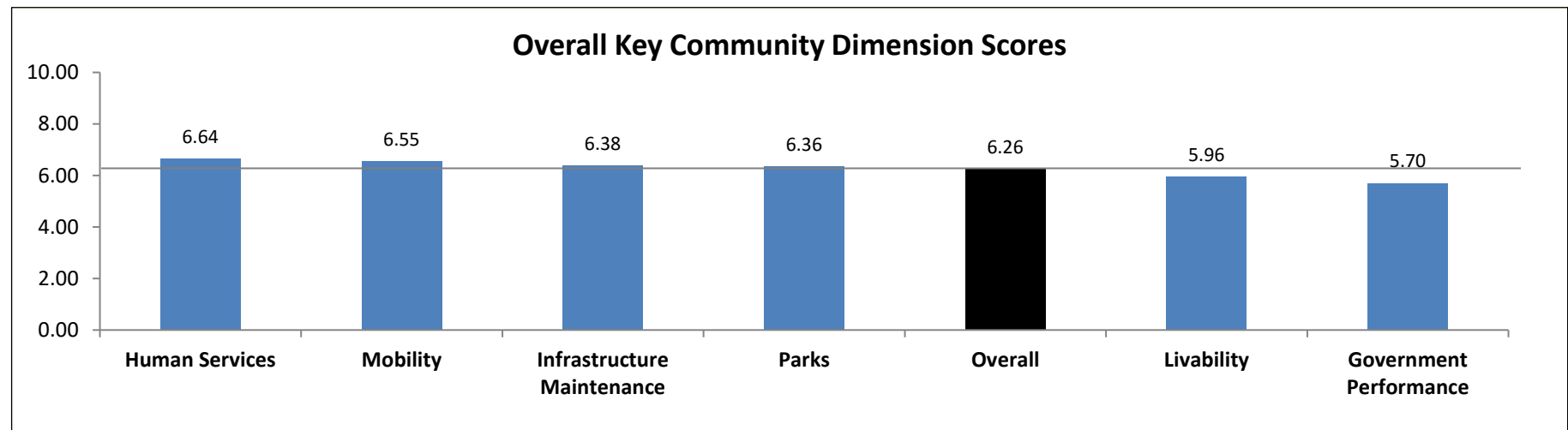
## *Key Driver Introduction*

Key driver analysis uses a combination of factor and regression analyses to identify which areas have the greatest impact on residents' overall impressions of Kent as measured by its 5-Star rating. The purpose of these analyses is to determine which questions in the survey are most closely associated with Kent's 5-Star rating. While key driver analysis is somewhat complex, and a full description is beyond the scope of this report, in its simplest form, key driver analysis looks for a correlation between a respondent's 5-Star rating and how he or she responded to each of the key questions. If there is a significant correlation between the two, then the question (or dimension) is considered to be a "driver" of the 5-Star rating.

The first step in the analysis identifies the extent to which the six overall dimensions identified earlier impact Kent's 5-Star rating.

The dimensions for Livability, Government Performance, and Infrastructure Maintenance have a significant impact on Kent's 5-Star rating. This is not to suggest that the other dimensions are not important. Rather, it is likely that residents see Livability and Government Actions as more closely related to the overall quality of life in Kent.

The second step in the analysis identifies the extent to which each of the individual key questions contained within the overall dimension is a key driver. Again, regression analysis is used to identify areas that drive Kent's 5-Star rating as discussed on the following pages.

Key driver analysis is useful, as it provides the city with specific areas of focus in which to improve. For example, the question "Having a clear vision and strategy for the future" is a key driver of Kent's 5-Star rating; however, satisfaction is relatively low in this area compared to other areas of government actions. Key driver analysis suggests that if Kent was to focus on improving in this area—and residents recognize this improvement—Kent's overall 5-Star rating should increase.

Conversely, "Providing support for individuals of diverse racial or ethnic backgrounds" is not a key driver of the 5-Star rating. This does not mean that residents do or do not agree with this statement or that it is not important. In this case, it means that there is little variance in residents' opinions, and that there is no strong correlation between this and Kent's 5-Star rating.

*Figure 19: Key Drivers Analysis—Overall Dimensions*
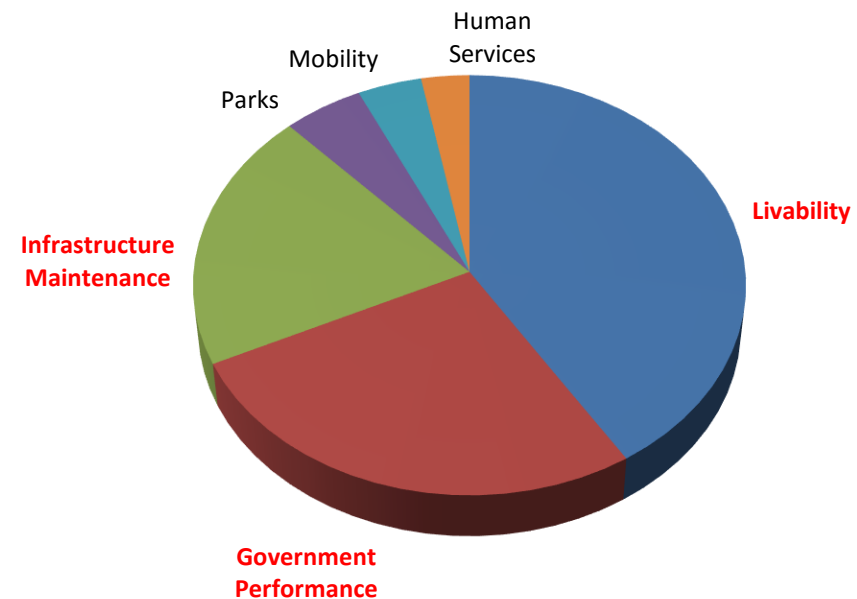


*Those factors in red and bold are key drivers—that is, a change in these areas would have a significant impact on Kent's 5-Star rating. Those factors in black are not drivers—that is, a change in these areas does not significantly impact Kent's 5-Star rating.*

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## Grouped Ratings—Livability

Livability is the largest driver—that is, ratings for this dimension have the largest overall impact on Kent's 5-Star rating. This factor also receives the second to lowest satisfaction rating, meaning that it is a key area on which to focus in order to improve Kent's overall 5-Star rating.

Four attributes from within this dimension have significant impacts on Kent's overall 5-Star rating.
- **Sense of community**
  - This receives the lowest rating of all livability attributes and should receive significant focus.
- **Vibrancy of downtown Kent**
  - The city's performance is relatively low in this area, and this should serve as a place for improvement.
- **Quality of commercial shopping districts**
  - Residents feel that the city is performing relatively well in this area.
- **Affordability of housing in the city**
  - This receives the second lowest rating of all livability attributes. This is not unique to Kent as affordability is a region-wide issue.

*Figure 20: Key Drivers Analysis—Livability*
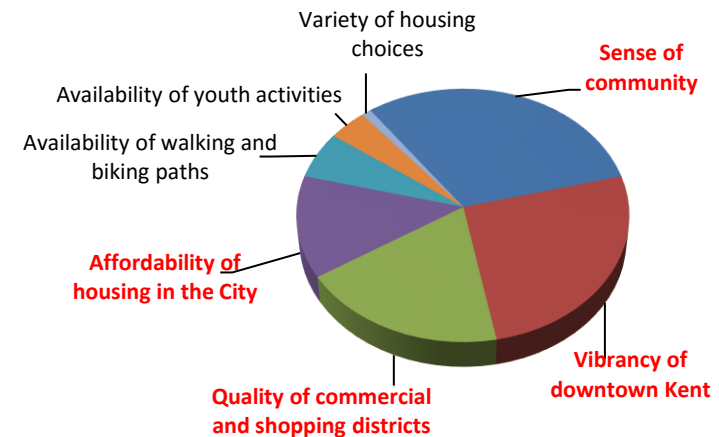


*Those factors in red and bold are key drivers—that is, a change in these areas would have a significant impact on Kent's 5-Star rating.*
*Those factors in black are not drivers—that is, a change in these areas does not significantly impact Kent's 5-Star rating.*

*Figure 21: Livability—Overview*
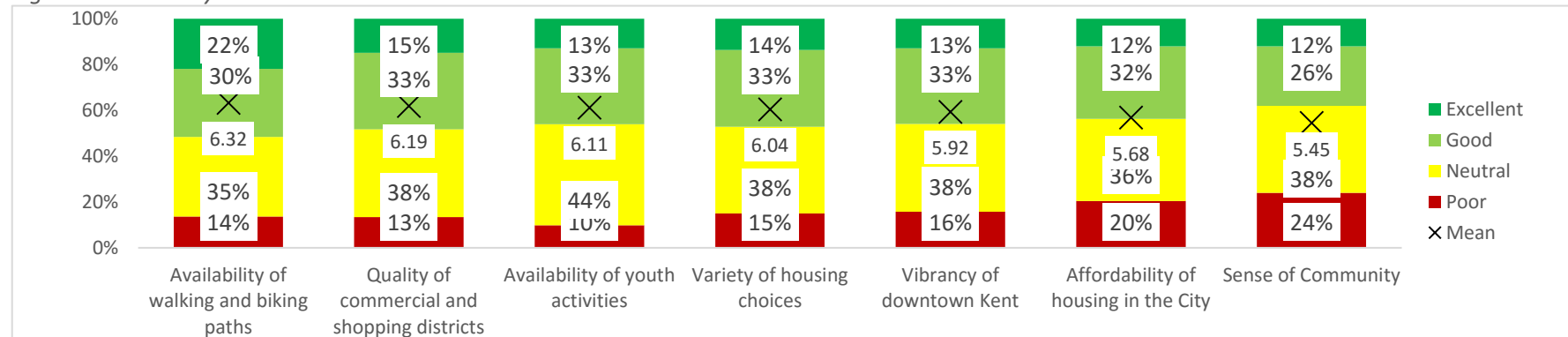


*How would you rate each of the following aspects of the City of Kent?*
*Mean based on 11-point scale where "0" means "Very Poor" and "10" means "Excellent"*
*Base: All respondents (n = 511)*

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## Focus on Sense of Community

Sense of community is the largest Livability driver of Kent's 5-Star Rating, yet it is also the lowest-rated attribute in this dimension.

Sense of community is lowest among the following groups:

- Renters
- Residents who are white, non-Hispanic
- Those who were born in the US
- Those living in West Hill, East Hill, and Panther Lake

Residents who live downtown have the highest sense of community. This is the opposite of most other cities.

*Figure 22: Sense of Community*
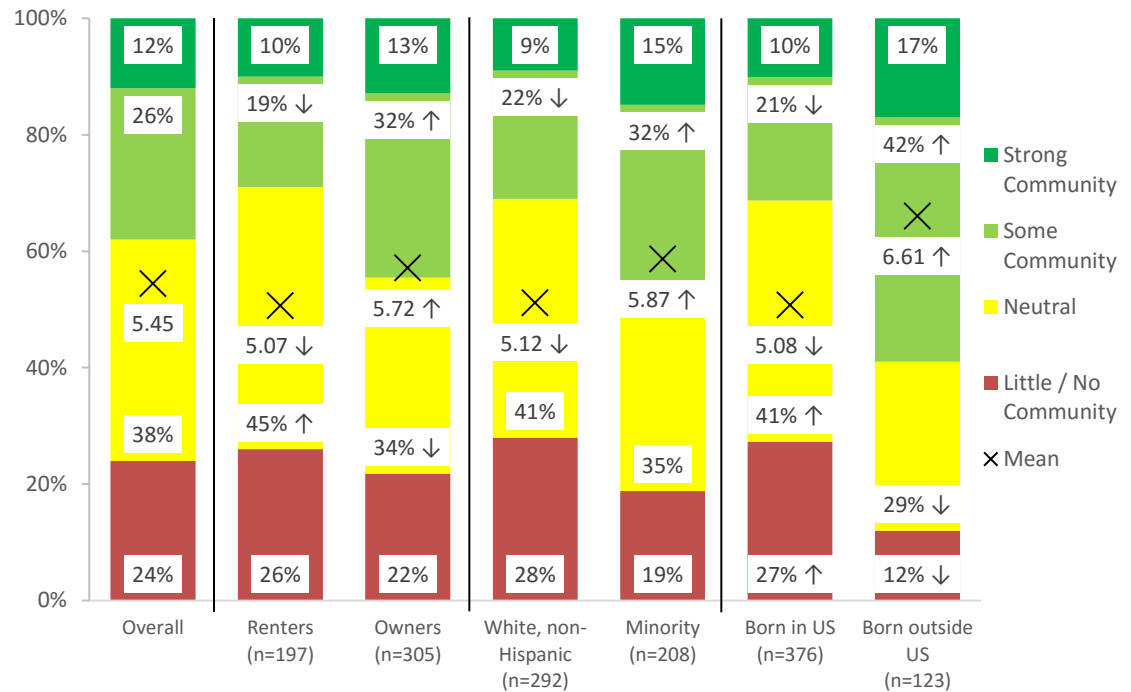


COMMUNITY—How would you rate the sense of community in your neighborhood?
*Mean based on 11-point scale where "0" means "poor" and "10" means "excellent"*

*Base: All respondents (n = 511)*

| | Little/No Community | Neutral | Some Community | Strong Community | Mean | *Weighted n* |
|---|---|---|---|---|---|---|
| **Clark / Meridian / Panther** | 25% | 45% | 17% | 13% | 5.35 | *33* |
| **Downtown** | 14% ↓ | 32% | 35% | 20% ↑ | 6.40 ↑ | *72* |
| **East Hill** | 29% | 38% | 26% | 7% | 5.09 | *156* |
| **Green River / Valley** | 21% | 38% | 25% | 16% | 5.74 | *78* |
| **Lake Meridian** | 18% | 41% | 33% | 8% | 5.49 | *47* |
| **Panther Lake** | 27% | 43% | 19% | 11% | 5.15 | *49* |
| **West Hill** | 33% | 46% | 10% | 11% | 4.66 | *41* |

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| **Focus on Vibrancy of Downtown** | **Focus on Affordability of Housing** |
|---|---|
| Creating a vibrant downtown area is also one of the larger drivers of the City's 5-Star rating and an area in need of focus by the city. One in six residents rated the vibrancy of downtown Kent as "poor." | One in five residents (20%) say that the affordability of housing in Kent is poor. Additionally, this is one of the larger drivers of the city's 5-Star rating, so it is important that the city take a good look at programs and policies that can work toward increasing the affordability of housing. |
| Unlike the affordability of housing, ratings for the vibrancy of downtown Kent are fairly similar across demographic groups. | Those hit particularly hard by the affordability of housing are renters and lower-income individuals. Approximately one-third of each of these groups gives this a poor rating, putting a disproportionate burden on these residents. |
| | Additionally, nearly one-third of those living in West Hill rate the affordability of housing as "poor." |

*Figure 23: Vibrancy of Downtown Kent*



LIVABILITY1B—How would you rate the vibrancy of downtown Kent?
Mean based on 11-point scale where "0" means "poor" and "10" means "excellent"
Base: All respondents (n = 511)

*Figure 24: Affordability of Housing*
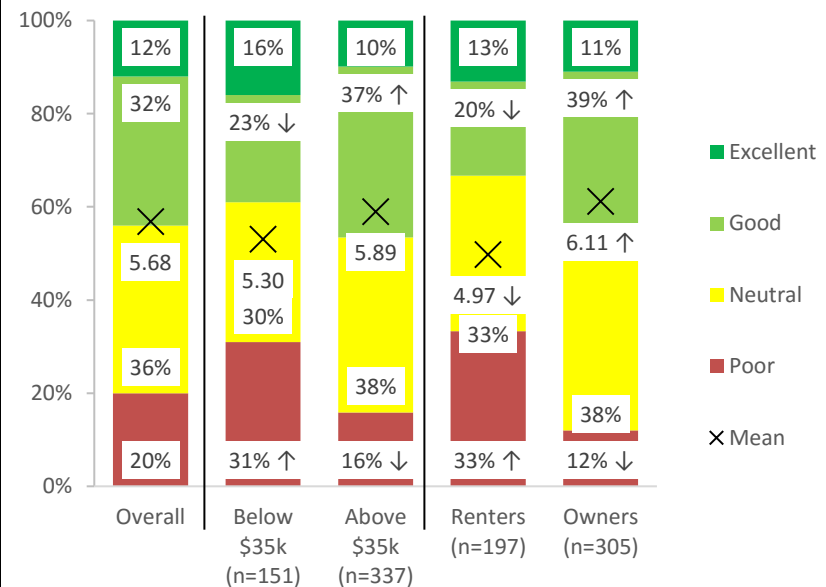


LIVABILITY1E—How would you rate the affordability of housing in the City?
Mean based on 11-point scale where "0" means "poor" and "10" means "excellent"
Base: All respondents (n = 511)

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## Grouped Ratings—Government Performance

Government Performance is the second largest impact over Kent's 5-Star rating and is the lowest scoring overall dimension. Six of the attributes account for six out of seven of the lowest-scoring attributes included in this analysis.

The following attributes have significant impacts on Kent's 5-Star rating:
- Clear vision and strategy for the future
- Being acountable and transparent

Both of these receive relativley low ratings—in fact, these two attributes receive the lowest ratings of all 31 attributes tested. There should be considerable focus on creating and sharing a vision.

It should be noted that residents rate the city's job in providing access to non-English speaking residents as well as keeping residents informed fairly well, and Kent should continue maintaining these levels of service.

*Figure 25: Key Drivers Analysis—Government Performance*

Seeking involvement and input

Keeping residents informed

Approachability of Mayor and City Council

Access to services for non-English speakers

Listening to its residents

**Clear vision and strategy for the future**

**Being accountable and transparent**

*Those factors in red and bold are key drivers—that is, a change in these areas would have a significant impact on Kent's 5-Star rating.*
*Those factors in black are not drivers—that is, a change in these areas does not significantly impact Kent's 5-Star rating.*

*Figure 26: Government Performance—Overview*

| | Access for non-English speaking residents | Keeping residents informed | Approachability of Mayor and City Council | Seeking involvement and input | Listening to its residents | Clear vision and strategy for the future | Being accountable and transparent |
|---|---|---|---|---|---|---|---|
| Excellent | 20% | 14% | 13% | 10% | 11% | 9% | 9% |
| Good | 31% | 30% | 26% | 30% | 28% | 31% | 27% |
| Mean | 6.46 | 5.77 | 5.71 | 5.60 | 5.56 | 5.41 | 5.28 |
| Neutral | 43% | 35% | 43% | 39% | 41% | 37% | 42% |
| Poor | 6% | 20% | 17% | 20% | 20% | 23% | 23% |

*How would you rate each of the following aspects of the City of Kent?*
*Mean based on 11-point scale where "0" means "very poor" and "10" means "excellent"*
*Base: All respondents (n = 511)*

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| **Focus on Clear Vision and Strategy for the Future** | **Focus on Being Accountable and Transparent** |
|---|---|
| Nearly one quarter of residents (23%) say that Kent does a poor job of providing a clear vision and strategy for the future. As one of the key drivers of Kent's 5-Star rating, this and accountability are two issues that city staff have direct control over and thus should be a high priority.<br><br>One thing to note is that this does not necessarily mean that residents disagree with the vision or that the city does not have one. Low ratings in this area often mean that residents are not aware of the city's vision and strategy, so focus should be made on (1) making sure the City has a clear vision and strategy, and (2) sharing that vision with residents. | Government accountability and transparency is a key issue in today's world and one where expectations are consistently rising. Similar to having a clear vision and strategy, accountability and transparency are areas where city staff can make immediate improvements that should have real impacts on the City's 5-Star rating. |

*Figure 27: Clear Vision and Strategy for the Future*



GA1C—How would you rate the job the Kent City Government does having a clear vision and strategy for the future?
Mean based on 11-point scale where "0" means "poor" and "10" means "excellent"
Base: All respondents (n = 511)

*Figure 28: Being Accountable and Transparent*
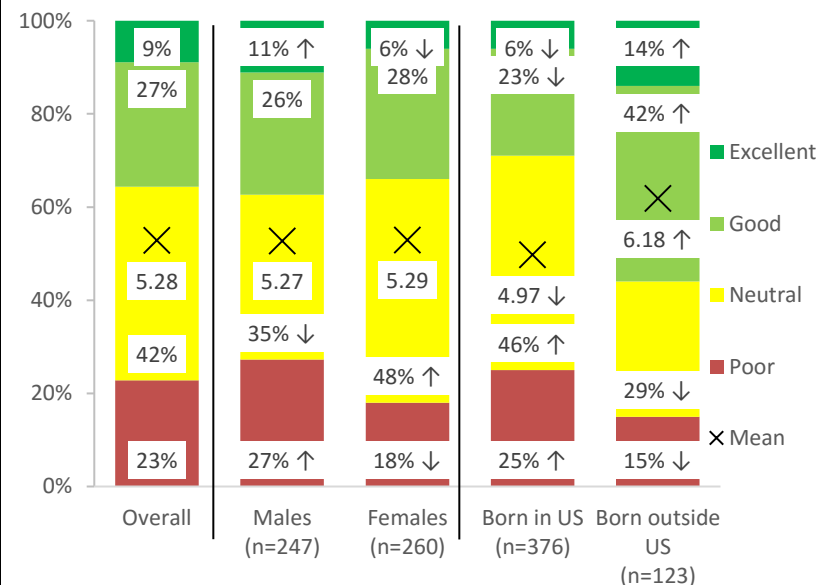


GA1I—How would you rate the job the Kent City Government does being accountable and transparent?
Mean based on 11-point scale where "0" means "poor" and "10" means "excellent"
Base: All respondents (n = 511)

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## *Grouped Ratings—Infrastructure Maintenance*

Infrastructure maintenance is the third and final dimension to serve as a key driver of Kent's 5-Star rating, and residents are fairly satisfied with the city's performance in this area.

Three attributes within this dimension are considered drivers:

- **Cleanliness of the streets in Kent**
  - Kent is performing about average (mean of 6.4 on a scale from 0 to 10), but there are a few key areas to focus.
- **Maintenance of sidewalks and walkways**
  - While the city isdoing an adequate job (mean of 6.16), there are a few key areas to focus on here as well.
- **Beautification—appearance of planters, etc., along streets**
  - Residents are fairly satisfied with this.

Mowing of the grass and weeds is not a driver of overall satisfaction in Kent.

*Figure 29: Key Drivers Analysis—Infrastructure Maintenance*
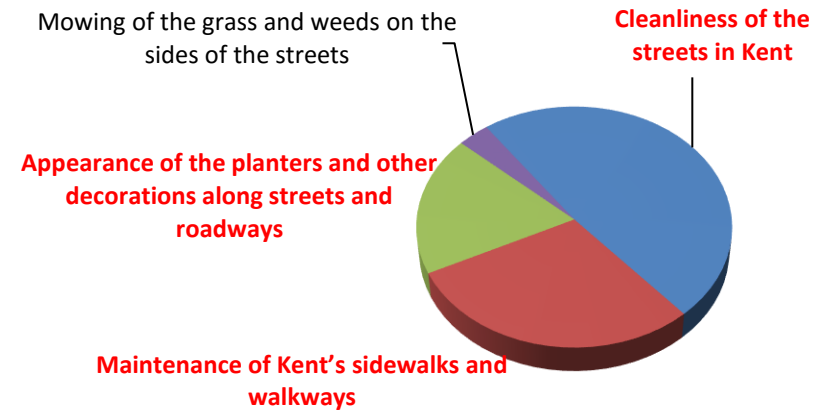


Mowing of the grass and weeds on the sides of the streets

**Cleanliness of the streets in Kent**

**Appearance of the planters and other decorations along streets and roadways**

**Maintenance of Kent's sidewalks and walkways**

*Those factors in red and bold are key drivers—that is, a change in these areas would have a significant impact on Kent's 5-Star rating.*
*Those factors in black are not drivers—that is, a change in these areas does not significantly impact Kent's 5-Star rating.*

*Figure 30: Infrastructure Maintenance—Overview*
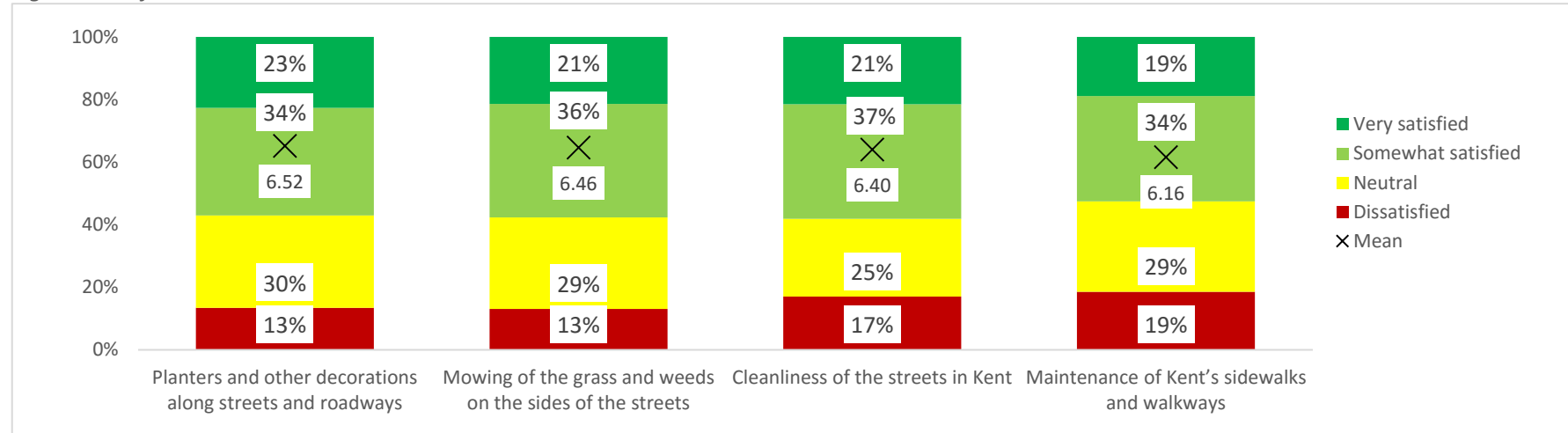


*How satisfied are you with each of the following?*
*Mean based on 11-point scale where "0" means "very dissatisfied" and "10" means "very satisfied"*
*Base: All respondents (n = 511)*

2016 City of Kent, WA Resident Survey

**Focus on Cleanliness of the Streets**

Fifty-eight percent (58%) of residents are satisfied with the cleanliness of the streets, making this a net positive for the city. However, a significant portion (17%) are dissatisfied, showing how there is some room for improvement.

**Focus on Maintenance of Sidewalks and Walkways**

Similar to cleanliness of streets, the maintenance of sidewalks and walkways receives fairly high scores (53% satisfied), making this another net positive for the city. Similar to cleanliness, there is a significant portion (19%) of residents who are dissatisfied, showing how there is some room for improvement.

The primary area of focus here should be the Clark / Meridian / Panther planning zone, followed by Lake Meridian.

*Table 2: Cleanliness of the Streets*

|  | DSAT | Neutral | SSAT | VSAT | Mean | Weighted n |
|---|---|---|---|---|---|---|
| **Clark / Meridian / Panther** | 15% | 36% | 35% | 14% | 6.09 | 33 |
| **Downtown** | 16% | 15% ↓ | 41% | 28% | 6.78 | 72 |
| **East Hill** | 18% | 25% | 30% | 26% | 6.48 | 156 |
| **Green River / Valley** | 18% | 21% | 44% | 17% | 6.21 | 78 |
| **Lake Meridian** | 17% | 30% | 36% | 17% | 5.96 | 47 |
| **Panther Lake** | 20% | 29% | 28% | 23% | 6.18 | 49 |
| **West Hill** | 19% | 37% | 33% | 11% | 6.05 | 41 |

MOB2C—How satisfied are you with the cleanliness in the streets of Kent?
Mean based on 11-point scale where "0" means "very dissatisfied" and "10" means "very satisfied"
Base: All respondents (n = 511)

*Table 3: Maintenance of Sidewalks and Walkways*

|  | DSAT | Neutral | SSAT | VSAT | Mean | Weighted n |
|---|---|---|---|---|---|---|
| **Clark / Meridian / Panther** | 17% | 54% ↑ | 22% | 7% | 5.24 ↓ | 33 |
| **Downtown** | 15% | 25% | 34% | 26% | 6.55 | 72 |
| **East Hill** | 17% | 28% | 36% | 20% | 6.30 | 156 |
| **Green River / Valley** | 21% | 24% | 38% | 17% | 6.08 | 78 |
| **Lake Meridian** | 21% | 35% | 36% | 9% | 5.59 | 47 |
| **Panther Lake** | 23% | 32% | 19% ↓ | 27% | 6.05 | 49 |
| **West Hill** | 26% | 31% | 29% | 14% | 5.84 | 41 |

MOB2D—How satisfied are you with the maintenance of Kent's sidewalks and walkways?
Mean based on 11-point scale where "0" means "very dissatisfied" and "10" means "very satisfied"
Base: All respondents (n = 511)

*Grouped Ratings—Parks*

While not a driver, parks are important to residents, and one attribute within this dimension does have a significant impact on on Kent's 5-Star rating.

- **Safety within City parks and trails**
    - Half (50%) of residents rate the safety of city parks and trails as "good" or excellent."

*Figure 31: Key Drivers Analysis—Parks*
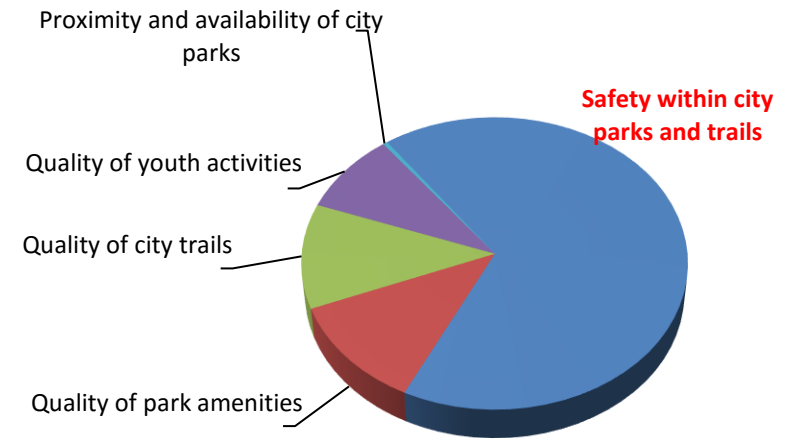


Proximity and availability of city parks

Quality of youth activities

Quality of city trails

Quality of park amenities

**Safety within city parks and trails**

*Those factors in red and bold are key drivers—that is, a change in these areas would have a significant impact on Kent's 5-Star rating.*
*Those factors in black are not drivers—that is, a change in these areas does not significantly impact Kent's 5-Star rating.*

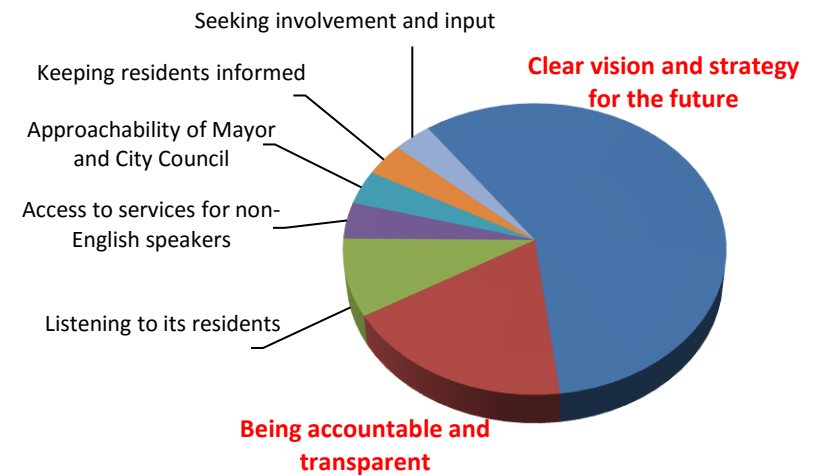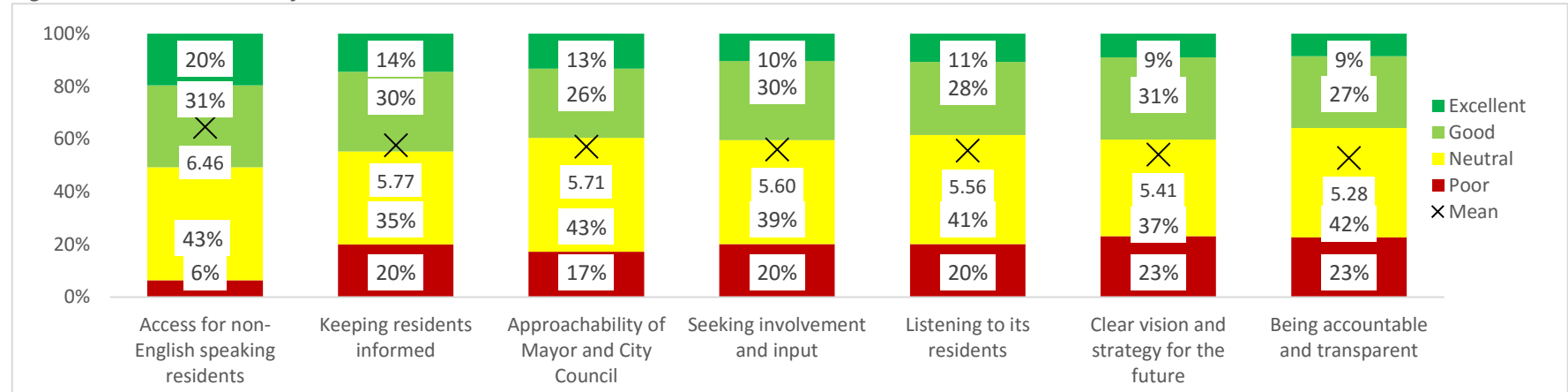*Figure 32: Parks—Overview*
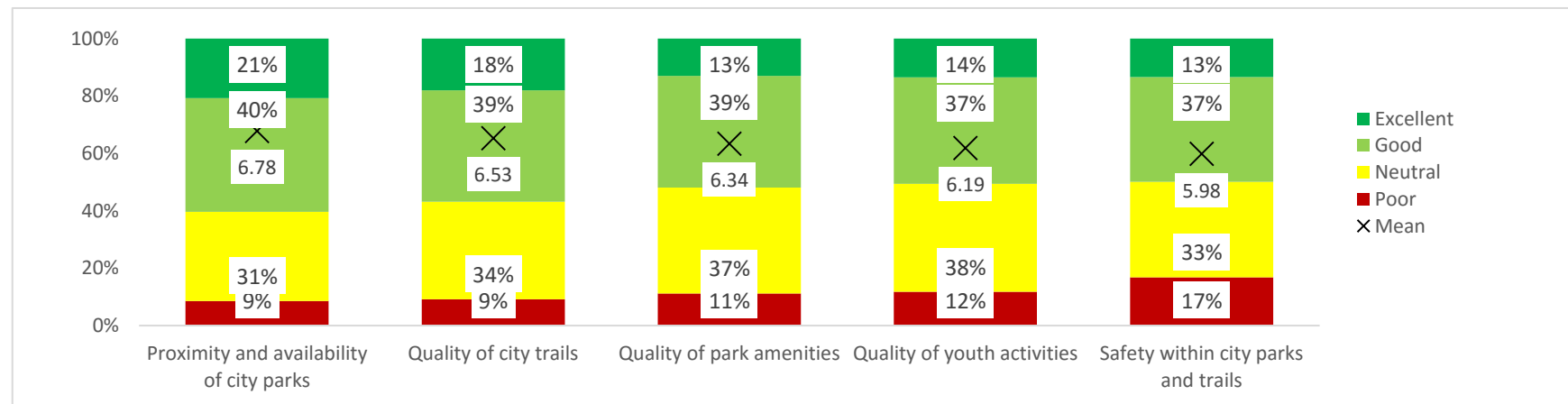


*How would you rate each of the following aspects of the City of Kent?*
*Mean based on 11-point scale where "0" means "very poor" and "10" means "excellent"*
*Base: All respondents (n = 511)*

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**Focus on Park Safety**

Half (50%) of residents say that the safety within city parks and trails is "good" or "excellent." However, a significant percentage of residents (17%) feel that the safety in parks is poor. There are no differences by planning zone or any demographics with the exception of race, with white residents providing significantly lower ratings.

*Figure 33: Parks and Recreation Offerings*
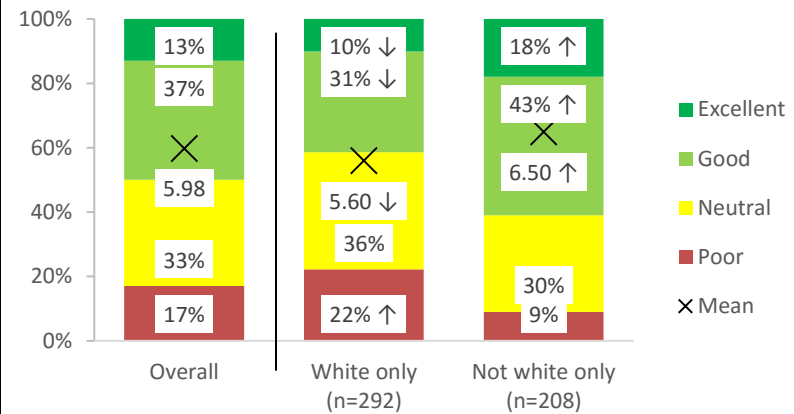


PARKS1E—How would you rate Kent's parks and recreation offerings on safety within city parks and trails?
Mean based on 11-point scale where "0" means "poor" and "10" means "excellent"
Base: All respondents (n = 511)

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## *Grouped Ratings – Mobility*

While not a driver, mobility has three attributes that do impact Kent's 5-Star rating.

- **Ease of walking around Kent**
  - Agreement is about average, but nearly one in five residents disagree.
- **Ease of getting around by car**
  - This is the highest rated attribute out of all 31 questions asked.
- **Availability of public transportation**
  - Nearly one in five residents feel that there is not adequate public transportation available.

*Figure 34: Key Drivers Analysis—Mobility*
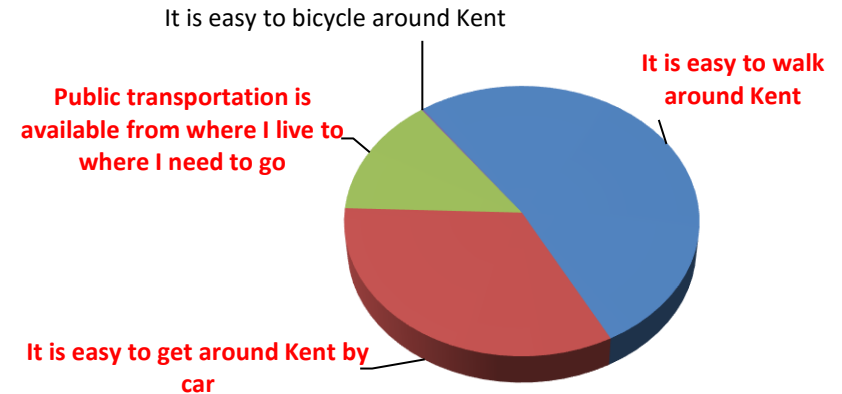


*Those factors in red and bold are key drivers—that is, a change in these areas would have a significant impact on Kent's 5-Star rating.*
*Those factors in black are not drivers—that is, a change in these areas does not significantly impact Kent's 5-Star rating.*

*Figure 35: Mobility—Overview*
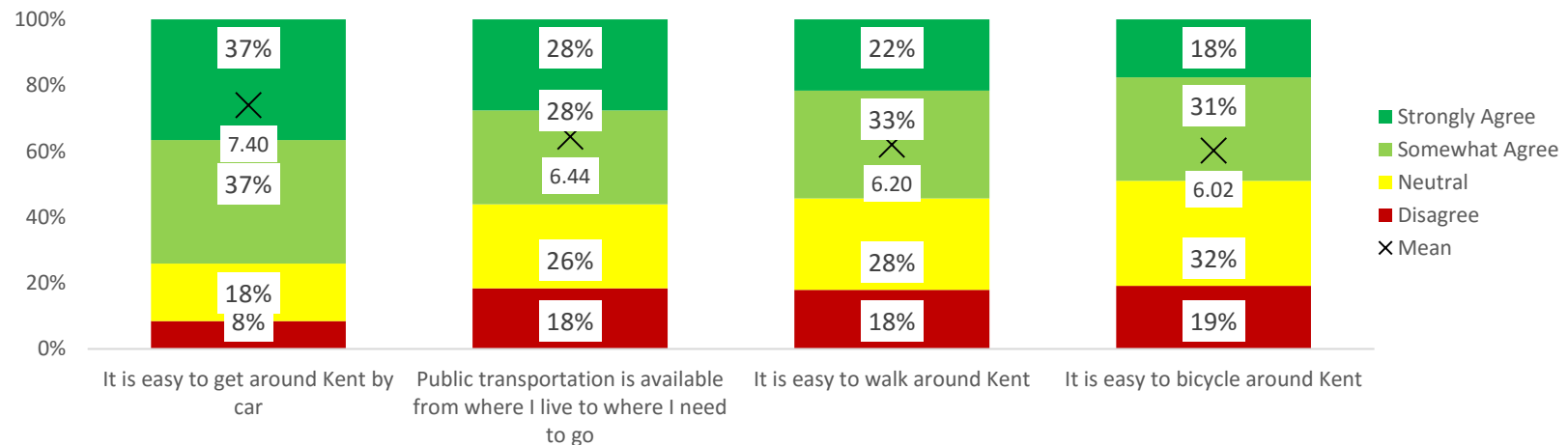


*How would you rate each of the following aspects of the City of Kent?*
*Mean based on 11-point scale where "0" means "very poor" and "10" means "excellent"*
*Base: All respondents (n = 511)*

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## Focus on Public Transportation

Fifty-six percent (56%) of residents agree that public transportation is available from where they live to where they need to go. However, a significant portion (18%) disagree, showing some room for improvement.

Those living in downtown are the most likely to agree that transit is available, while those living in Clark / Meridian and Lake Meridian are least likely to agree.

## Focus on Walking Around Kent

Similar to availability of public transportation, the majority of residents (55%) agree that it is easy to walk around Kent, yet there are significant differences depending on where residents live.

Similar to transit availability, those living in downtown and Green River / Valley are significantly more likely to state that it is easy to walk around Kent, while those living in West Hill and Lake Meridian are the least likely to agree.

*Table 4: Availability of Public Transportation*

| | Disagree | Neutral | Somewhat Agree | Strongly Agree | Mean | Weighted n |
|---|---|---|---|---|---|---|
| Clark / Meridian / Panther | 39% ↑ | 27% | 16% | 18% | 5.22 ↓ | 33 |
| Downtown | 11% | 22% | 17%↓ | 51% ↑ | 7.45 | 72 |
| East Hill | 16% | 32% | 28% | 25% | 6.42 | 156 |
| Green River / Valley | 17% | 14%↓ | 36% | 33% | 6.96 | 78 |
| Lake Meridian | 25% | 33% | 26% | 16% | 5.39 ↓ | 47 |
| Panther Lake | 25% | 34% | 19% | 22% | 5.61 | 49 |
| West Hill | 13% | 19% | 48% ↑ | 20% | 6.63 | 41 |

MOB4E—To what extent do you agree or disagree that public transportation is available from where I live to where I need to go?
Mean based on 11-point scale where "0" means "strongly disagree" and "10" means "strongly agree"
Base: All respondents (n = 511)

*Table 5: Ease of Walking Around Kent*

| | Disagree | Neutral | Somewhat Agree | Strongly Agree | Mean | Weighted n |
|---|---|---|---|---|---|---|
| Clark / Meridian / Panther | 20% | 33% | 27% | 20% | 5.99 | 33 |
| Downtown | 15% | 19% | 30% | 36% ↑ | 6.98 ↑ | 72 |
| East Hill | 18% | 31% | 34% | 17% | 5.98 | 156 |
| Green River / Valley | 12% | 19% | 47% ↑ | 22% | 6.89 ↑ | 78 |
| Lake Meridian | 24% | 38% | 21% | 17% | 5.36 | 47 |
| Panther Lake | 18% | 38% | 22% | 22% | 5.92 | 49 |
| West Hill | 25% | 29% | 40% | 6% ↓ | 5.16 | 41 |

MOB4f—To what extent do you agree or disagree that it is easy to walk around Kent?
Mean based on 11-point scale where "0" means "strongly disagree" and "10" means "strongly agree"
Base: All respondents (n = 511)

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## *Grouped Ratings—Human Services*

The Human Services dimension is not a driver of Kent's Kent's 5-Star rating. However, the reason that it is not a driver is primarily because ratings for this area are fairly high across the board, regardless of how people felt about other areas of Kent.

Additionally, beliefs regarding how good a job Kent does supporting a variety of individuals is fairly consistent across the board, with no notable differences between demographics such as age, family status, race, or income.

While their impact is small, there are two attributes in this dimension that do have an impact on Kent's 5-Star rating.

- **Support for the elderly**
  - Kent performs very well here; it is rated in the top five of all attributes tested.
- **Support for children and youth**
  - Kent performs very well here; it is rated in the top five of all attributes tested.

*Figure 36: Key Drivers Analysis—Human Services*
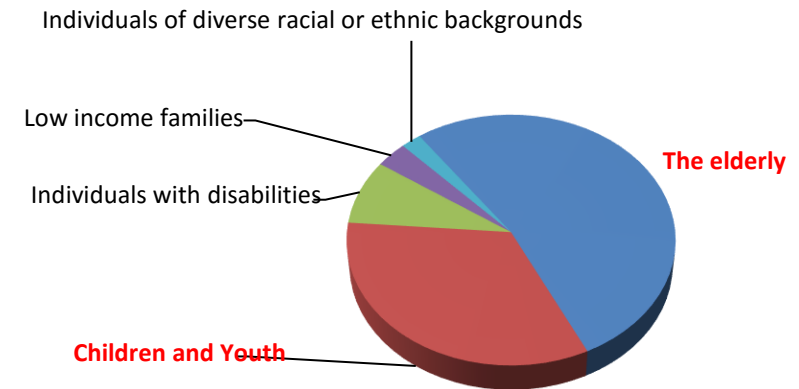


*Those factors in red and bold are key drivers—that is, a change in these areas would have a significant impact on Kent's 5-Star rating.*
*Those factors in black are not drivers—that is, a change in these areas does not significantly impact Kent's 5-Star rating.*

*Figure 37: Human Services—Overview*
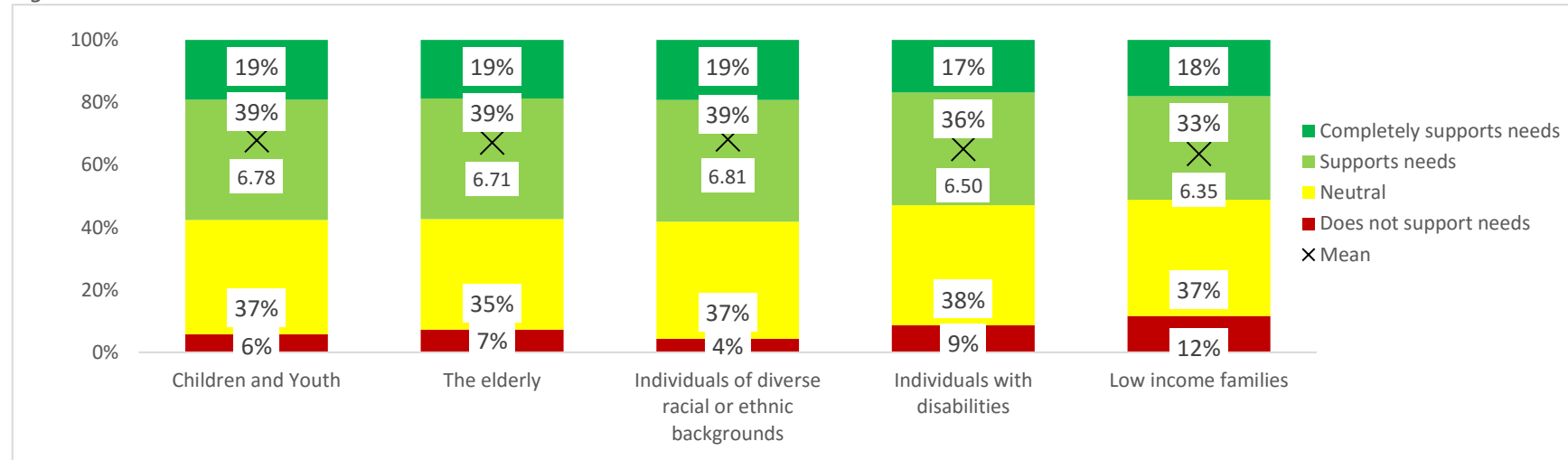


*How would you rate each of the following aspects of the City of Kent?*
*Mean based on 11-point scale where "0" means "very poor" and "10" means "excellent"*
*Base: All respondents (n = 511)*

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## FUNDING OF CITY SERVICES AND FACILITIES

Residents were asked to pick from four statements that reflect varying views on taxation and city spending. The question presents the trade-off between revenue generation and services rendered.

The question shows that 61 percent of residents are willing to pay more in taxes.

- Forty-two percent (42%) say that they are willing to pay more in taxes *only if* it will result in an increase in the level of services.
- Nineteen percent (19%) say they are willing to pay more in taxes if it is necessary to support the increased costs of providing the current levels of service.

Over onethird (37%) of respondents do not want any tax increases.

- Twenty-three percent (23%) say they are not willing to pay more taxes even if that means the city must reduce services due to increased costs.
- Fourteen percent (14%) want the city to reduce services, provided it will result in tax cuts.

There are some key differences by demographics:

- Males are significantly less tax friendly.
- Lower-income households are also less tax friendly.

Figure 38: Taxes and Funding of Services and Facilities
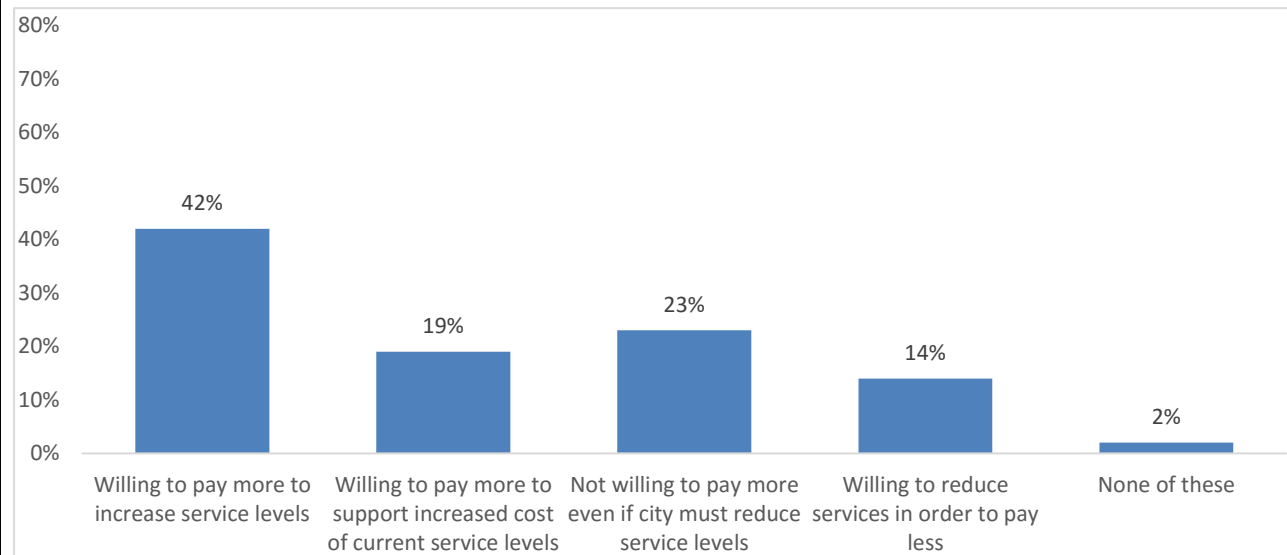


Table 6: Taxes and Funding of Services and Facilities—Key Demographic Differences

| | | Pay More to Increase Levels | Pay More to Maintain Levels | Not Pay More Even if Must Reduce Levels | Reduce Levels to Pay Less | None of These |
|---|---|---|---|---|---|---|
| **Gender** | Males | 38% | 20% | 22% | *18%↑* | 2% |
| | Females | 46% | 19% | 23% | *9%↓* | 3% |
| **Household Income** | Below $35k | *34%↓* | 18% | 22% | *22%↑* | *5%↑* |
| | Above $35k | *46%↑* | 21% | 22% | *9%↓* | *1%↓* |

*TAXES—You support city services and facilities through a portion of property, sales, and other taxes.*
*Considering all city services on the one hand and taxes on the other, which of the following statements comes closest to your view?*
*Base: All respondents (n = 511)—EXACT RESPONSE WORDING BELOW*

- *I am willing to have the City reduce the level of services currently provided if it means my property taxes would be lower*
- *I am not willing to pay more taxes than I currently do even if it means the city must reduce services due to increased cost of providing the current levels of services*
- *I am willing to pay more in taxes if it is necessary to support the increased costs of providing the current levels of service*
- *I am willing to pay more in taxes only if it will result in an increase in the level of services*
- *NONE OF THE ABOVE IS ACCEPTABLE TO ME [UNREAD]*

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## DOWNTOWN KENT

### *Visiting Downtown*

Nearly half (49%) of residents say that they go to downtown Kent frequently, and four out of five (81%) say that they visit downtown Kent on at least a somewhat regular basis.

- Residents aged 35–54 are the most frequent visitors.

Fifty-nine percent (59%) of residents claim that at least half of their entertainment activities take place in Kent. There are no differences based on demographic groupings.

The most commonly mentioned types of businesses to increase Kent's attractiveness were retail shopping, casual dining, and grocery stores.

*Figure 39: Frequency of Visiting Downtown Kent*
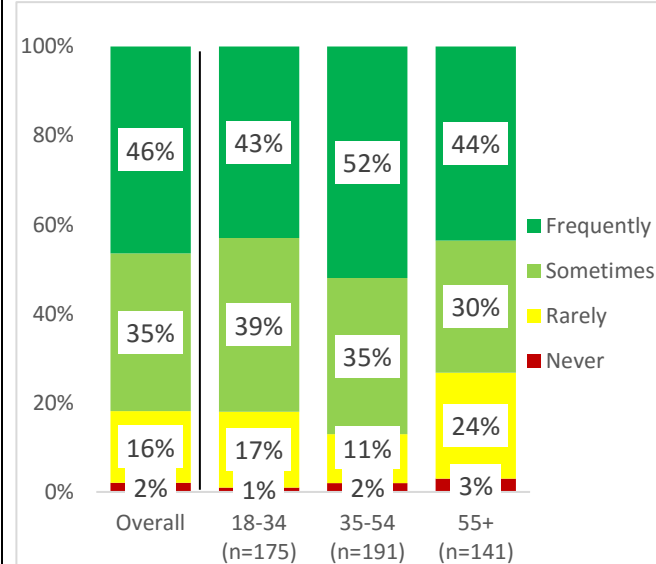


*ECONOMY1—How often do you visit downtown Kent?*
*Base: All respondents (n = 511)*

*Figure 40: Portion of Activities in Kent*
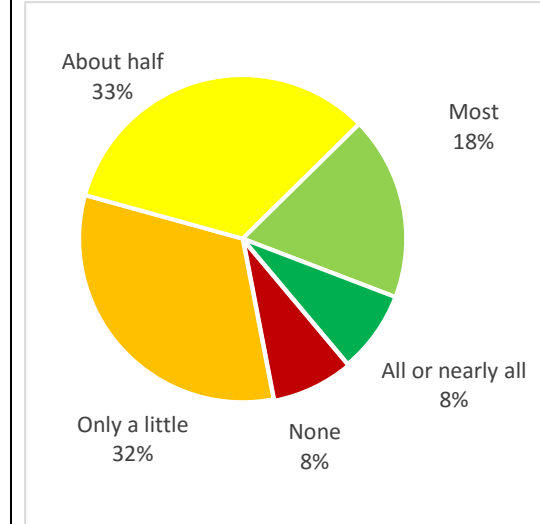


*ECONOMY2—When you go out for entertainment such as dinner, shopping, shows, or other events, what portion of your activities take place in Kent?*
*Base: All respondents (n = 511)*

*Figure 41: Attractive Businesses*
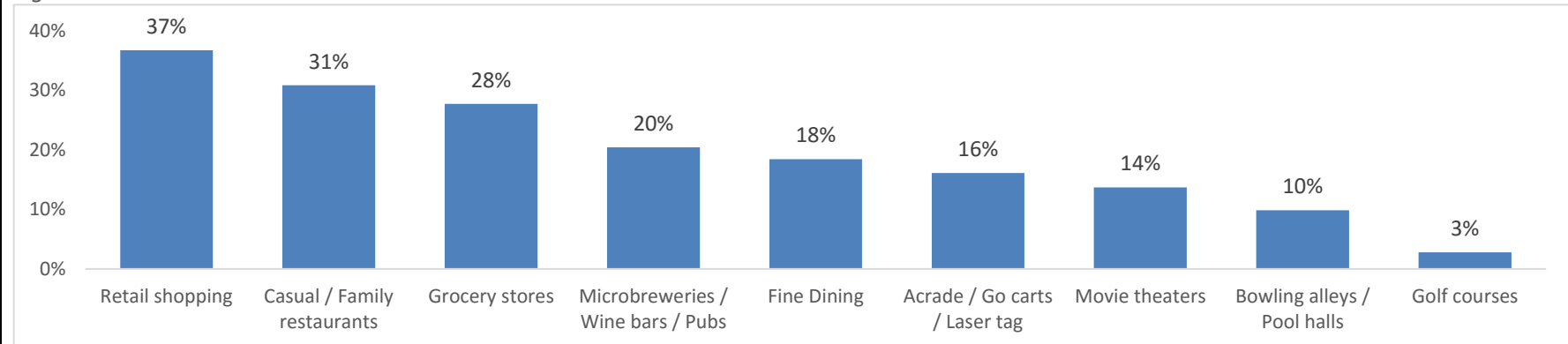


*ECONOMY3—What types of businesses would make spending time in Kent more attractive to you?*
*Base: All respondents (n = 511)*

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# SAFETY

## *Safety in Neighborhoods*

In general, people feel fairly safe in their neighborhoods. Eighty-five percent (85%) of residents say that they feel safe in their neighborhoods during the day.

As is typically seen, people feel less safe after dark. Twenty-three percent (23%) of residents say that they feel somewhat unsafe, and 17 percent say they feel very unsafe in their neighborhoods after dark.

Residents in Clark / Meridian / Panther feel the safest overall—83 percent indicate they feel "very safe" during the day.

Those living in East Hill feel the least safe—one quarter (26%) of these residents say they feel "very unsafe" after dark.

*Figure 42: Safety in Neighborhoods*
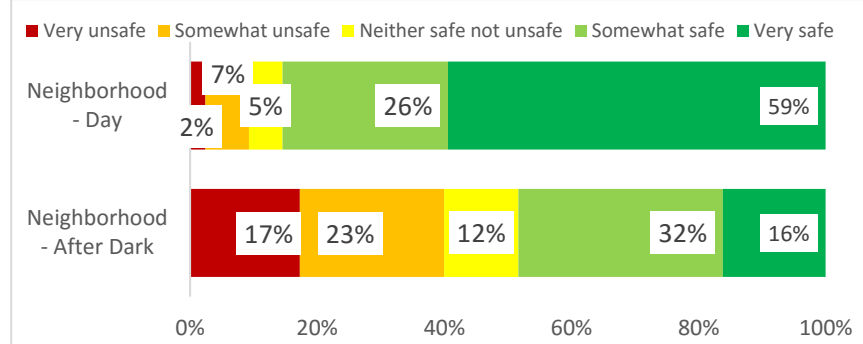


*SAFE2—How safe or unsafe do you feel while walking alone in the following situations?*
*Base: All respondents (n = 511)*

*Table 7: Daytime Safety in Neighborhood by Planning Zone*

| | Very Unsafe | Somewhat Unsafe | Neutral | Somewhat Safe | Very Safe | Weighted n |
|---|---|---|---|---|---|---|
| **Clark / Meridian / Panther** | 2% | 0% | 4% | 12% ↓ | 83% ↑ | 33 |
| **Downtown** | 0% | 2% ↓ | 4% | 26% | 68% | 72 |
| **East Hill** | 4% | 11% ↑ | 4% | 32% | 47% ↓ | 156 |
| **Green River / Valley** | 1% | 6% | 6% | 20% | 67% | 78 |
| **Lake Meridian** | 3% | 1% ↓ | 9% | 29% | 57% | 47 |
| **Panther Lake** | 2% | 11% | 8% | 20% | 58% | 49 |
| **West Hill** | 2% | 1% | 7% | 27% | 62% | 41 |

*SAFE2A—How safe or unsafe do you feel while walking alone in your neighborhood during the day?*
*Base: All respondents (n = 511)*

*Table 8: Nighttime Safety in Neighborhood by Planning Zone*

| | Very Unsafe | Somewhat Unsafe | Neutral | Somewhat Safe | Very Safe | Weighted n |
|---|---|---|---|---|---|---|
| **Clark / Meridian / Panther** | 8% | 4% ↓ | 13% | 39% | 37% ↑ | 33 |
| **Downtown** | 16% | 18% | 13% | 38% | 15% | 72 |
| **East Hill** | 26% ↑ | 26% | 11% | 28% | 10% ↓ | 156 |
| **Green River / Valley** | 11% | 32% | 13% | 27% | 17% | 78 |
| **Lake Meridian** | 10% | 15% | 18% | 38% | 18% | 47 |
| **Panther Lake** | 16% | 30% | 7% | 32% | 15% | 49 |
| **West Hill** | 20% | 26% | 14% | 29% | 11% | 41 |

*SAFE2B—How safe or unsafe do you feel while walking alone in your neighborhood after dark?*
*Base: All respondents (n = 511)*

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## *Safety in Kent's Commercial and Shopping Districts*

Four out of five (88%) residents feel safe in Kent's commercial and shopping districts during the day. While there are no differences in feelings of daytime safety between age groups or other demographics, residents who live downtown feel significantly safer than other residents—74 percent of these residents feel "very safe" during the day.

As seen with neighborhoods, residents feel less safe after dark. One quarter (24%) of residents say they feel "somewhat unsafe" and 16 percent say they feel "very unsafe" in Kent's commercial and shopping districts after dark.

Perceptions of nighttime safety in Kent's commercial and shopping districts varies by race, with minority residents indicating they feel significantly safer.

*Figure 43: Safety in Commercial and Shopping Districts*
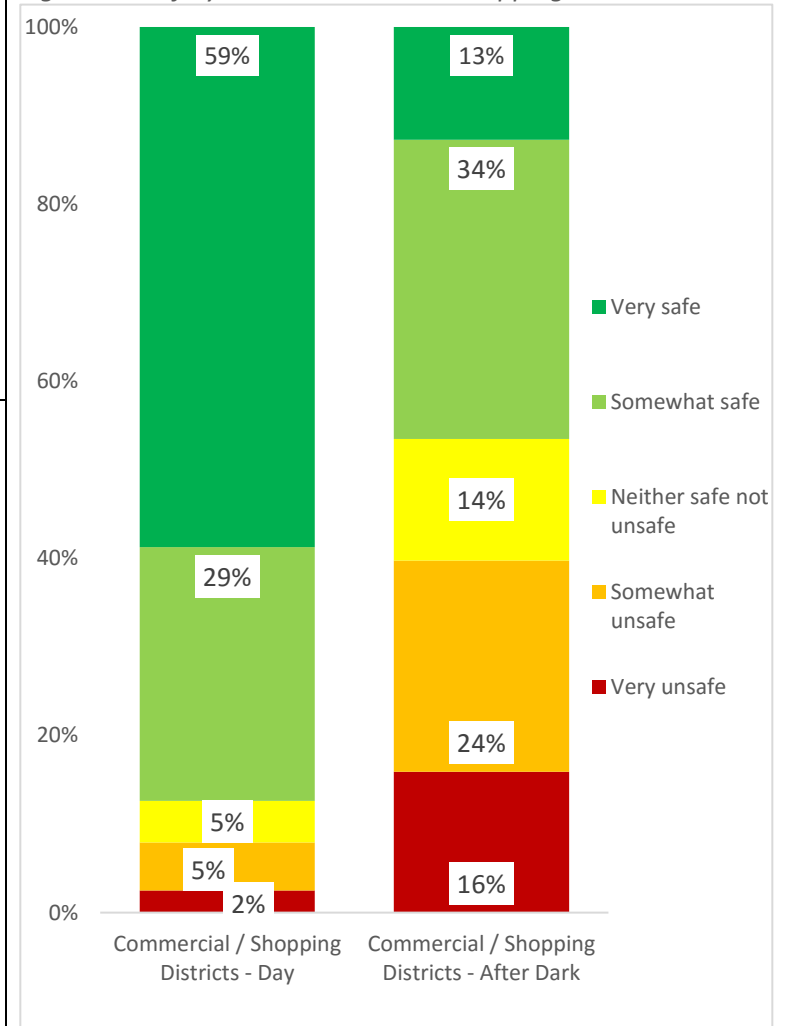


*Figure 44: Nighttime Safety in Commercial and Shopping Districts by Race*



*SAFE2e—How safe or unsafe do you feel while walking alone in Kent's commercial and shopping districts after dark?*
*Base: All respondents (n = 511)*

*SAFE2—How safe or unsafe do you feel while walking alone in the following situations?*
*Base: All respondents (n = 511)*

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## *Most Serious Police-Related Problem*

Respondents were read a list of police-related problems and then asked which they believe is the most serious police-related problem in their neighborhood.

Four percent (4%) of residents report that there are no serious crime-related problems in their neighborhood.

Property crimes such as burglaries and car theft / car prowling were the most commonly mentioned, followed by drug-related crimes and speeding / traffic issues.

There are no significant differences based on neighborhood of residence or demographics of the respondents.

*Figure 45: Most Serious Police-Related Issue*
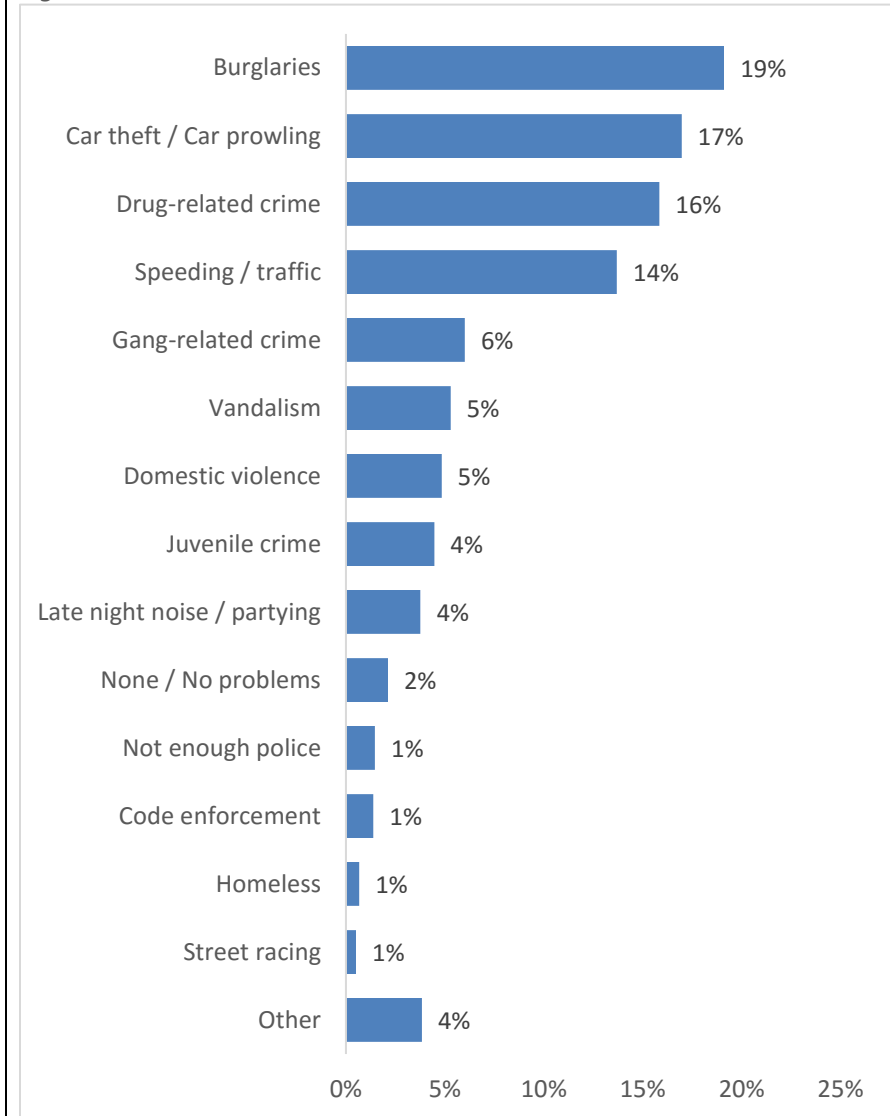
| Issue | Percent |
|---|---|
| Burglaries | 19% |
| Car theft / Car prowling | 17% |
| Drug-related crime | 16% |
| Speeding / traffic | 14% |
| Gang-related crime | 6% |
| Vandalism | 5% |
| Domestic violence | 5% |
| Juvenile crime | 4% |
| Late night noise / partying | 4% |
| None / No problems | 2% |
| Not enough police | 1% |
| Code enforcement | 1% |
| Homeless | 1% |
| Street racing | 1% |
| Other | 4% |

*SAFE1—What do you believe is the single most serious police-related problem in your neighborhood?*
*Base: All respondents (n = 511)*

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## *Crime Victims*

Twenty-two percent (22%) of residents report that they or someone in their household were a victim of some type of crime during the past 12 months. Of those, just over two thirds (68%) reported the crime to police.

Younger residents, those under 35 years old, are significantly more likely than other residents to state they have been the victim of a crime.

There are no significant differences on victimization based on where residents live.

*Figure 46: Victims of Crime in Past 12 Months*
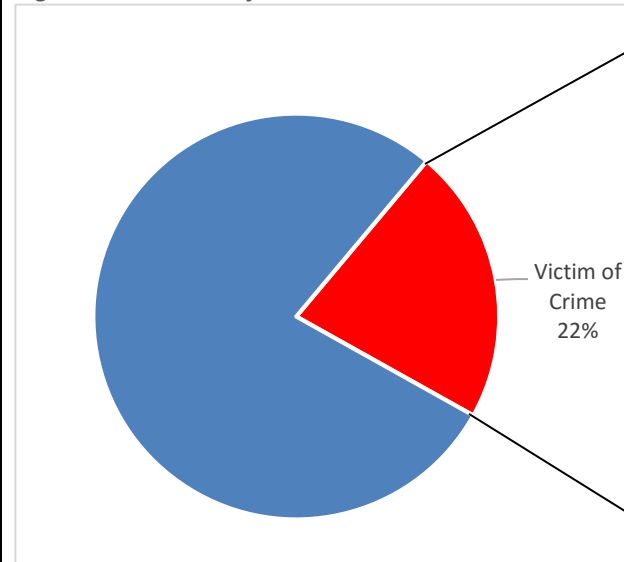


Victim of Crime 22%

*POLICE1—During the past 12 months, were you or anyone in your household the victim of any crime in Kent?*
*Base: All respondents (n = 511)*

*Figure 47: Reported Crime to Police*



68%

% Reported to Police
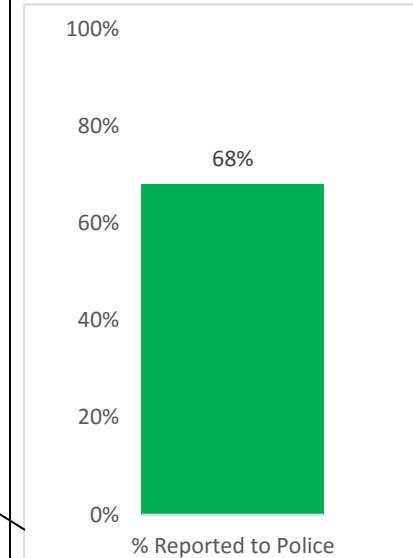
*POLICE1A—Did you, or a member of your household report the crime(s) to the police?*
*Base: Victims of a crime in Kent (n = 112)*

*Figure 48: Victim of Crime by Age*
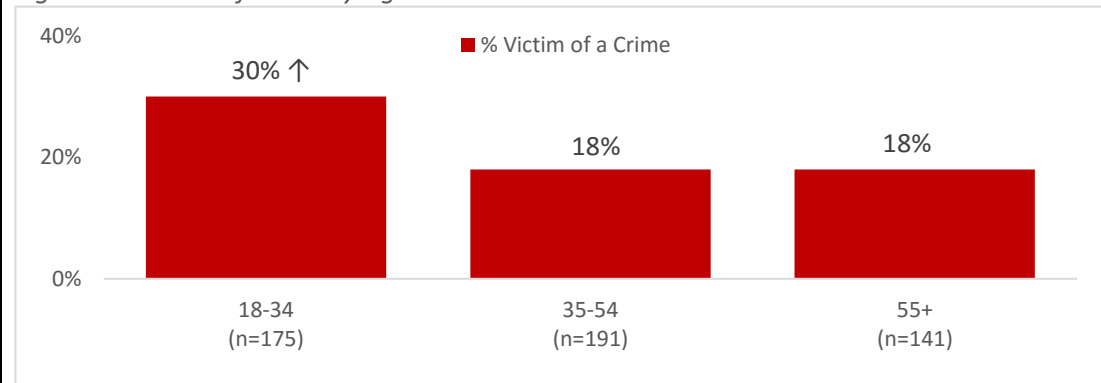


■ % Victim of a Crime

30% ↑

18%

18%

| 18-34 (n=175) | 35-54 (n=191) | 55+ (n=141) |

*POLICE1—During the past 12 months, were you or anyone in your household the victim of any crime in Kent?*
*Base: All respondents (n = 511)*

## *Contact with Police*

Thirty-six percent (36%) of residents state that they have had contact with someone from Kent's police department during the previous year. The most commonly mentioned reason for police contact was to report a crime.

There are no significant differences based on demographics or geography regarding contact with police.

*Figure 49: Contact with Kent Police*
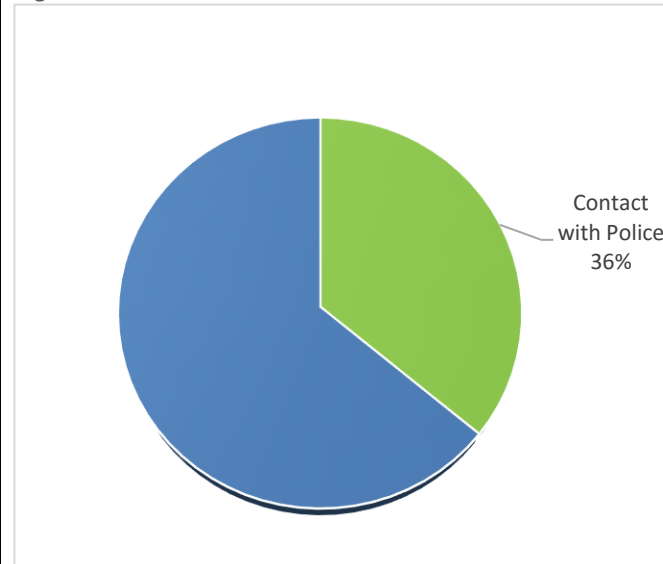


Contact with Police 36%

*POLICE2—Have you had any contact with Kent's police during the past 12 months?*
*Base: All respondents (n = 511)*

*Figure 50: Nature of Police Contact*
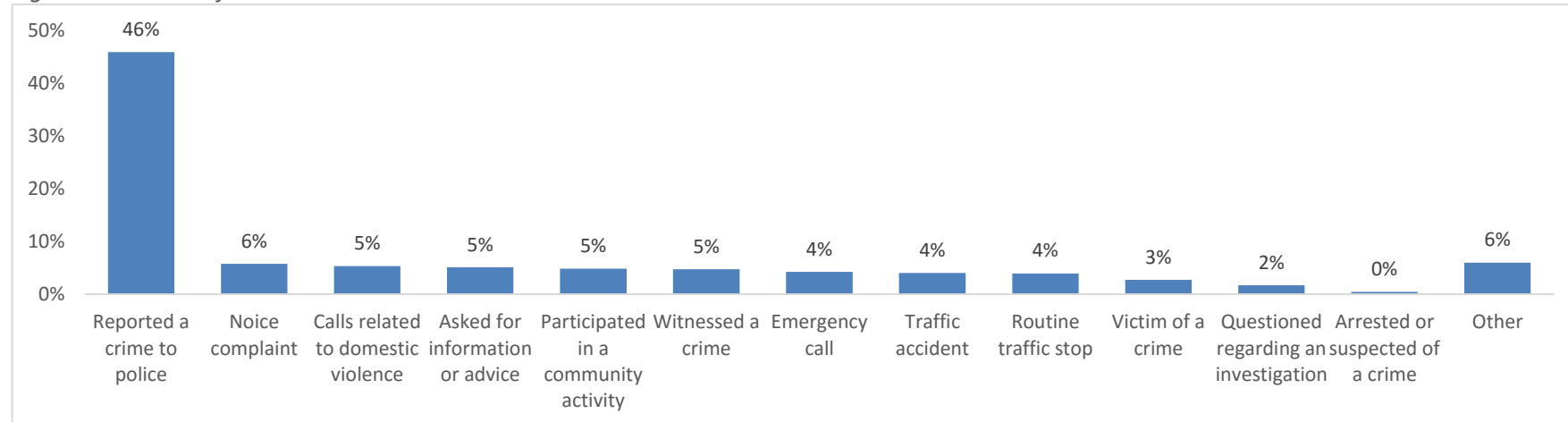


*POLICE3—What was the nature of that contact?*
*Base: Residents who had contact with the police (n = 183)*

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## *Professionalism of Officers*

When reporting a crime, most residents do so over the phone (63%) or in person (28%). Only a small portion (8%) have gone online to report a crime.

Overall, residents rate the professionalism of the officers they contacted quite high, with 85 percent of residents providing a rating of "good" or "excellent."

While the top box score for officer professionalism is the same between general contact and reporting a crime, residents who reported a crime are less likely to rate the officers as "excellent."

*Figure 51: Method Used to Report Crime*



Online
8%

In Person
28%
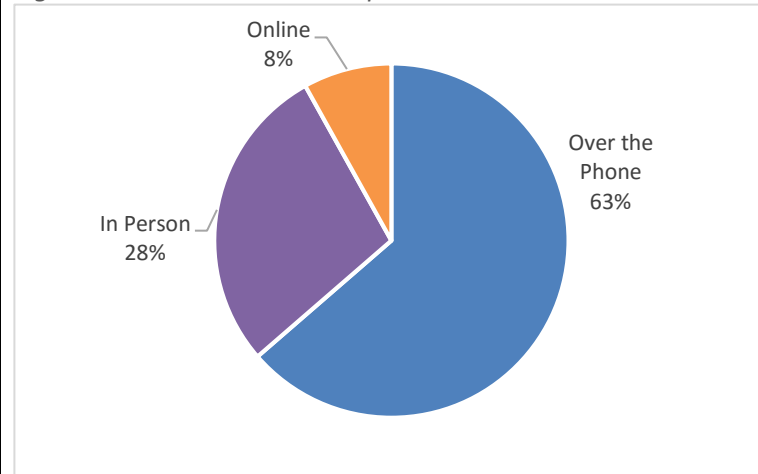
Over the
Phone
63%

*POLICE4—Did you report the crime in person, over the phone, or online?*
*Base: Residents who reported a crime to police (n = 77)*

*Figure 52: Performance of Officer that Handled Crime Report*



General Contact — 61%, 24%, 12%
Net Reported a Crime (excludes online) (n=69) — 55%, 30%, 14%
Reported Crime via Phone (n=47) — 55%, 28%, 17%
Reported Crime In Person (n=22) — 57%, 36%, 7%

Legend: ■ Exellent ■ Good ■ Fair ■ Poor
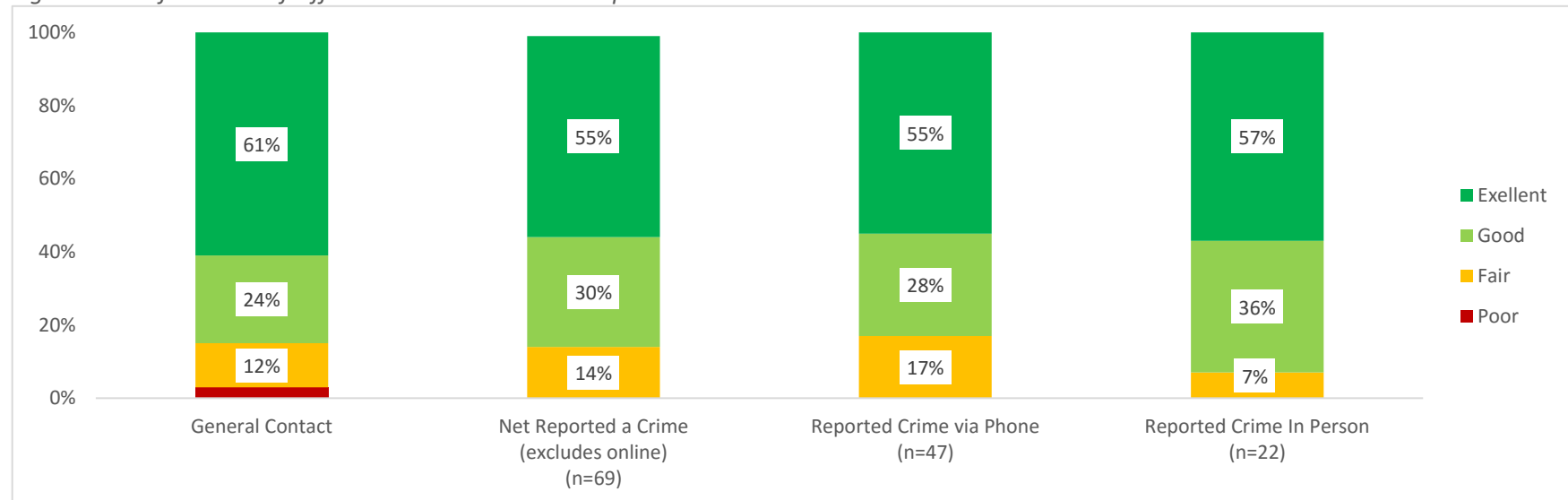
*POLICE5—How would you rate the professionalism of the officers you contacted?*
*Base: Residents who had contact with the police (n = 183) / Residents who reported a crime via phone (n = 47) / Residents who reported a crime in person (n = 22)*

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## CODE ENFORCEMENT

### *Overall Code Violations as a Problem in Neighborhood*

Nearly two thirds (65%) say that code enforcement violations are either "not a problem at all" (34%) or "only a small problem" (31%) in their neighborhood.

Twenty-seven percent (27%) say that they are "somewhat" of a problem, and 8 percent say code violations are a "big" problem in their neighborhood.

Residents in Green River / Valley as well as those living in Clark / Meridian / Panther are the least likely to claim code enforcement issues are a problem, with combined "somewhat" and "big" ratings of 30 and 29 percent, respectively.

Conversely, nearly half (48%) of those living in West Hill believe that code enforcement issues are "somewhat" (36%) or a "big" (12%) problem in their neighborhood.

*Figure 53: Extent of Code Violations*
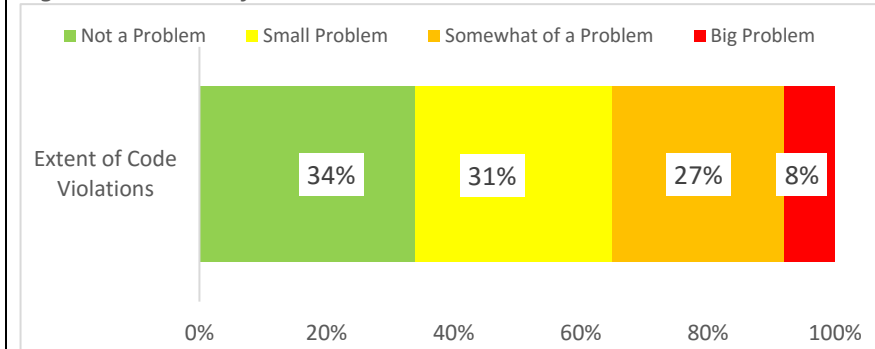


*CODE1—To what extent are graffiti, abandoned automobiles, junk and weed lots, and dilapidated houses or buildings currently a problem in your neighborhood?*
*Base: All respondents (n = 511)*

*Table 9: Extent of Code Violations by Planning Zone*

| | Not a Problem at All | Only a Small Problem | Somewhat of a Problem | A Big Problem | *Weighted n* |
|---|---|---|---|---|---|
| **Clark / Meridian / Panther** | 39% | 33% | 26% | 3% | *33* |
| **Downtown** | 31% | 31% | 33% | 5% | *72* |
| **East Hill** | 32% | 30% | 27% | 11% | *156* |
| **Green River / Valley** | 48% ↑ | 21% | 27% | 3% | *78* |
| **Lake Meridian** | 33% | 36% | 24% | 8% | *47* |
| **Panther Lake** | 34% | 38% | 15% ↓ | 14% | *49* |
| **West Hill** | 18% ↓ | 34% | 36% | 12% | *41* |

*CODE1—To what extent are graffiti, abandoned automobiles, junk and weed lots, and dilapidated houses or buildings currently a problem in your neighborhood?*
*Base: All respondents (n = 511)*

## *Specific Code Violations*

Respondents were read a list of common code violations and asked to indicate which ones were specific problems in their neighborhoods.

Overall, tall weeds or grass, accumulated trash or litter, and junk or inoperable vehicles were the most commonly mentioned violations.

Further analysis was done to determine the most common violations for residents who said that it is a "big problem" in their neighborhood.

Of those who said code violations were a big problem (*n* = 41 respondents), the most commonly mentioned violations are the same, just in a slightly different order.

*Figure 54: Specific Code Violations—Overall*
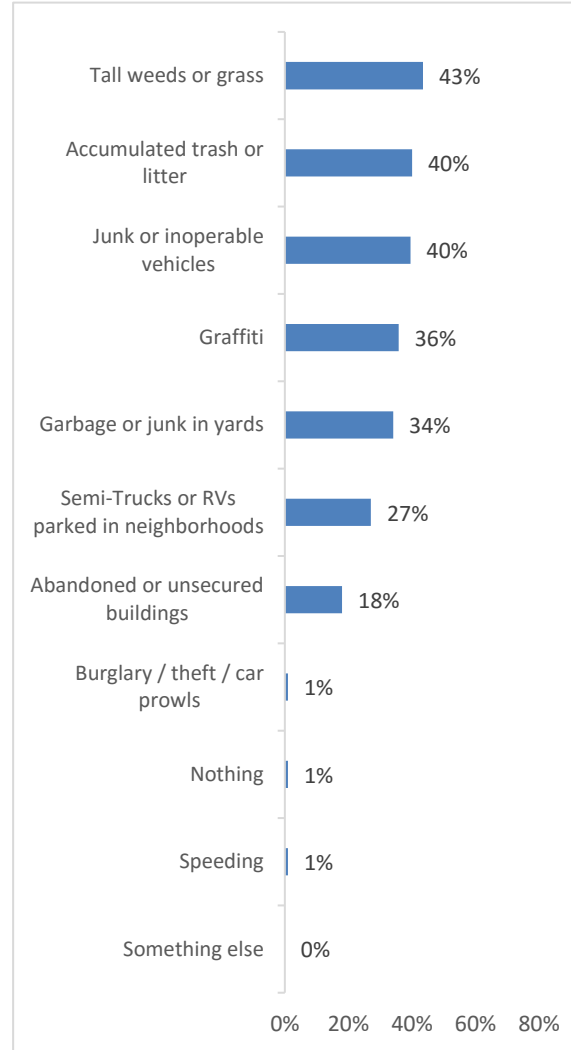
| Category | % |
|---|---|
| Tall weeds or grass | 43% |
| Accumulated trash or litter | 40% |
| Junk or inoperable vehicles | 40% |
| Graffiti | 36% |
| Garbage or junk in yards | 34% |
| Semi-Trucks or RVs parked in neighborhoods | 27% |
| Abandoned or unsecured buildings | 18% |
| Burglary / theft / car prowls | 1% |
| Nothing | 1% |
| Speeding | 1% |
| Something else | 0% |

*CODE2—Which of the following items are specific problems in your neighborhood?*
*Base: Residents who indicate code violations are at least a small problem (n = 333)*

*Figure 55: Specific Violations—"A Big Problem"*
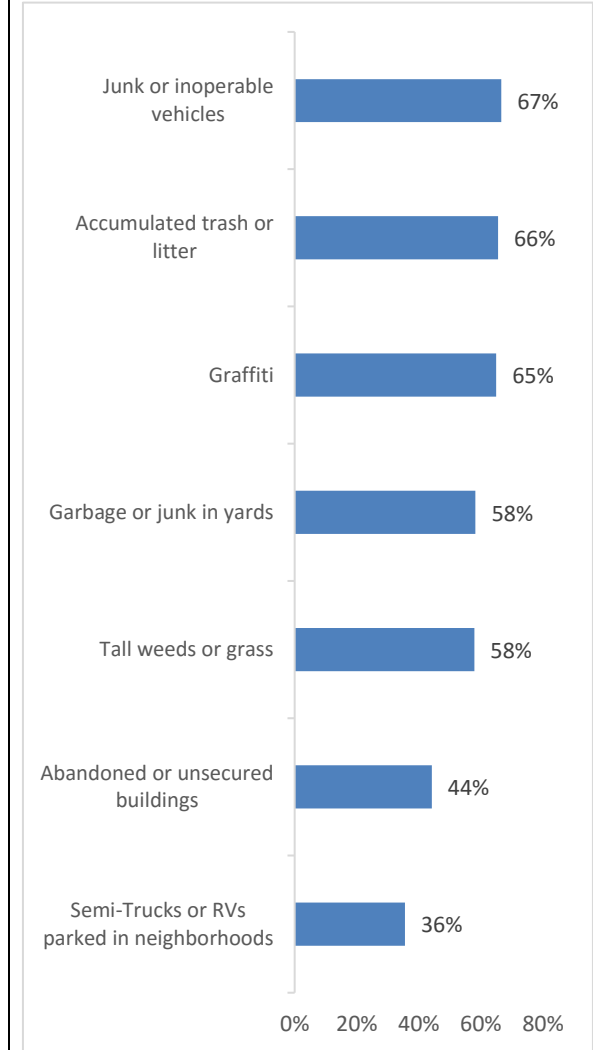
| Category | % |
|---|---|
| Junk or inoperable vehicles | 67% |
| Accumulated trash or litter | 66% |
| Graffiti | 65% |
| Garbage or junk in yards | 58% |
| Tall weeds or grass | 58% |
| Abandoned or unsecured buildings | 44% |
| Semi-Trucks or RVs parked in neighborhoods | 36% |

*CODE2—Which of the following items are specific problems in your neighborhood?*
*Base: Residents who indicate code violations are a "big" problem (n = 41)*

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*Specific Code Violations by Planning Zone*

Breaking out by planning zones shows that, in general, the specific code violation problems are pretty similar across the city. The notable exceptions are in regards to accumulated trash or litter, where residents in Clark / Meridian / Panther are the least likely to mention this as a problem while those in Green River / Valley are most likely.

*Table 10: Specific Type of Code Violations by Planning Zone*

| | Clark / Meridian / Panther | Downtown | East Hill | Green River / Valley | Lake Meridian | Panther Lake | West Hill |
|---|---|---|---|---|---|---|---|
| **Tall weeds or grass** | 34% | 32% | 49% | 34% | 56% | 49% | 40% |
| **Accumulated trash or litter** | 11% ↓ | 41% | 45% | 57% ↑ | 35% | 26% | 36% |
| **Junk or inoperable vehicles** | 34% | 28% | 42% | 29% | 41% | 42% | 53% |
| **Graffiti** | 22% | 32% | 41% | 30% | 32% | 25% | 43% |
| **Garbage or junk in yards** | 25% | 29% | 35% | 29% | 43% | 36% | 35% |
| **Semi-trucks or RVs parked in neighborhoods** | 24% | 23% | 27% | 29% | 31% | 26% | 30% |
| **Abandoned or unsecured buildings** | 0% ↓ | 19% | 16% | 16% | 26% | 14% | 29% |
| **Burglary / theft / car prowls** | 0% | 0% | 0% | 3% | 4% | 4% | 3% |
| **Nothing** | 0% | 1% | 1% | 5% ↑ | 0% | 0% | 0% |
| **Speeding** | 6% ↑ | 0% | 2% | 1% | 0% | 0% | 0% |
| **Something else** | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| ***Weighted n*** | *20* | *50* | *108* | *40* | *31* | *33* | *34* |

*CODE2—Which of the following items are specific problems in your neighborhood?*
*Base: Residents who indicate code violations are at least a small problem (n = 333)*

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## Physical Condition of Houses and Properties

Seventy-one (71%) of residents say that the condition of houses and properties in their neighborhood is "good" to "excellent"—only 4 percent say houses in their neighborhood are in "poor" condition.

This varies by geography as residents living in Clark / Meridian / Panther and in Green River / Valley state that properties in their neighborhoods are generally in better condition than for residents living in other neighborhoods.

*Figure 56: Condition of Properties in Neighborhood*
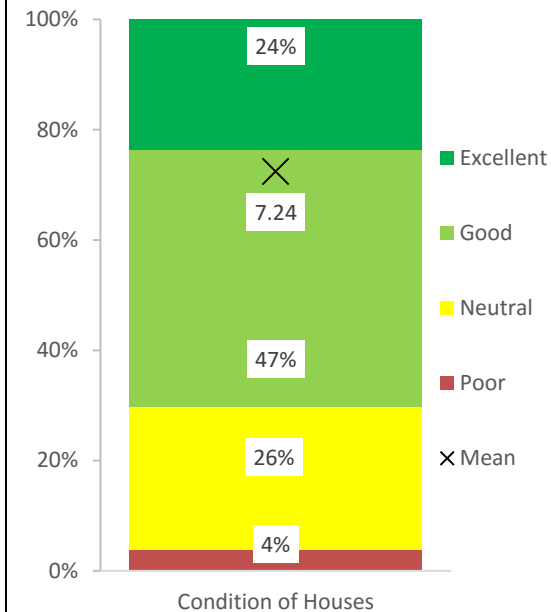


*CODE3— How would you rate the physical condition of houses and properties in your neighborhood?*
*Base: All respondents (n = 511)*

*Table 11: Condition of Properties in Neighborhood by Planning Zone*

| | Poor | Neutral | Good | Excellent | *Mean* | *Weighted n* |
|---|---|---|---|---|---|---|
| **Clark / Meridian / Panther** | 4% | 22% | 35% | 39% ↑ | 7.67 | *33* |
| **Downtown** | 1% | 22% | 59% ↑ | 18% | 7.36 | *72* |
| **East Hill** | 7% ↑ | 28% | 49% | 17% ↓ | 6.96 | *156* |
| **Green River / Valley** | 5% | 14% ↓ | 42% | 39% ↑ | 7.71 ↑ | *78* |
| **Lake Meridian** | 0% | 33% | 46% | 21% | 7.12 | *47* |
| **Panther Lake** | 3% | 28% | 36% | 33% | 7.46 | *49* |
| **West Hill** | 0% | 40% | 50% | 10% | 6.68 | *41* |

*CODE3— How would you rate the physical condition of houses and properties in your neighborhood?*
*Base: All respondents (n = 511)*

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## INFRASTRUCTURE MAINTENANCE

### *General Condition of Streets and Roads*

The majority of residents (59%) say that the roads in their neighborhood are mostly good with a few bad spots. While more residents say that there are many bad spots than say the roads are in good condition all over, the difference between the two groups is not statistically significant.

Residents in East Hill are the most likely to state that their roads have many bad spots.

*Figure 57: Condition of Streets and Roads*
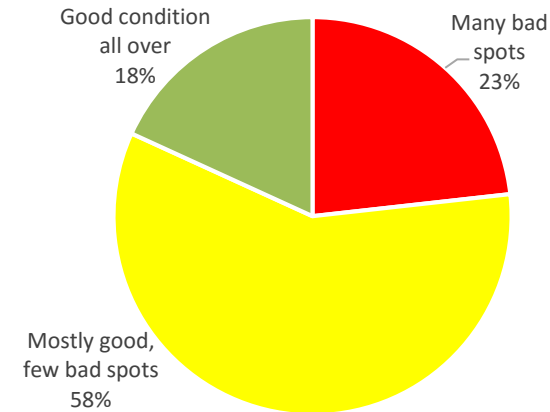


Good condition all over 18%
Many bad spots 23%
Mostly good, few bad spots 58%

*MOB3—How would you rate the condition of streets and roads in your neighborhood?*
*Base: All respondents (n = 511)*

*Table 12: Conditions of Streets and Roads by Planning Zone*

|  | Many bad spots | Mostly good, few bad spots | Good condition all over | *Weighted n* |
|---|---|---|---|---|
| **Clark / Meridian / Panther** | 20% | 54% | 26% | *33* |
| **Downtown** | 18% | 65% | 17% | *72* |
| **East Hill** | 31% ↑ | 54% | 15% | *156* |
| **Green River / Valley** | 14% ↓ | 58% | 28% ↑ | *78* |
| **Lake Meridian** | 28% | 63% | 10% | *47* |
| **Panther Lake** | 19% | 61% | 20% | *49* |
| **West Hill** | 28% | 60% | 12% | *41* |

*MOB3— How would you rate the condition of streets and roads in your neighborhood?*
*Base: All respondents (n = 511)*

## *Mowing of Grass and Weeds on Sides of Streets*

Respondents were asked two questions regarding the mowing of grass and weeds along the sides of the streets in Kent. The first question asked how important it was that the city spend tax dollars to perform this service. The second asked how satisfied residents were with the current performance.

Overall, satisfaction lags when compared to importance.

Residents living in downtown Kent give the highest importance and satisfaction ratings.

Those living in Green River / Valley have the largest gap between importance (high) and satisfaction (fairly low).

Those living in West Hill give it the lowest importance rating, and these residents are the only ones where satisfaction outranks importance.

*Figure 58: Importance vs. Satisfaction with Mowing of Grass and Weeds*
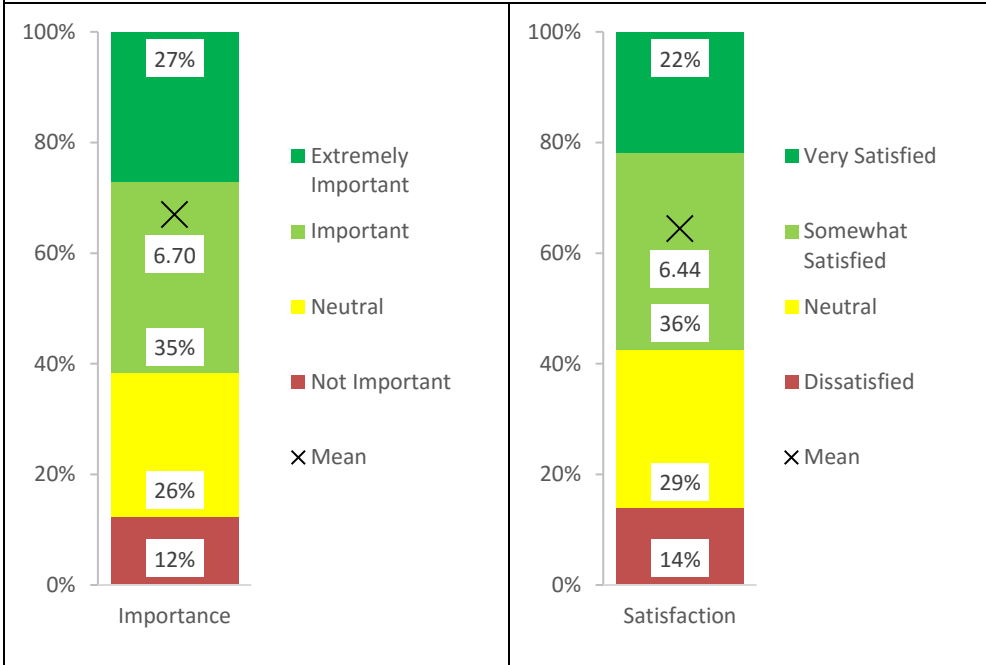


*MOB1—How important is it that your tax dollars are used to mow the grass and weeds on the sides of streets?*
*MOB2A—How satisfied are you with the mowing of grass and weeds on the sides of the streets?*
*Base: All respondents (n = 511)*

*Table 13: Importance vs. Satisfaction with Mowing of Grass and Weeds by Planning Zone*

| | Mean Importance | Mean Satisfaction | Weighted n |
|---|---|---|---|
| **Clark / Meridian / Panther** | 6.22 | 5.80 | 33 |
| **Downtown** | 7.61 | 7.21 | 72 |
| **East Hill** | 6.65 | 6.52 | 156 |
| **Green River / Valley** | 7.05 | 6.23 | 78 |
| **Lake Meridian** | 6.02 | 6.02 | 47 |
| **Panther Lake** | 7.05 | 6.80 | 49 |
| **West Hill** | 5.38 | 5.71 | 41 |

## Train Noise

Overall, residents do not appear to be too bothered by train noise in the city, with a mean score of 2.95 on a scale from 0 to 10.

Two thirds (66%) of residents say that the train noise does not bother, them while 21 percent say that it bothers them "somewhat" or "greatly."

This does vary a bit by planning zone, as residents who live in downtown Kent are significantly more likely than other residents to be bothered by the train noise. One quarter (24%) of these residents say that the noise bothers them "greatly."

*Figure 59: Train Noise*
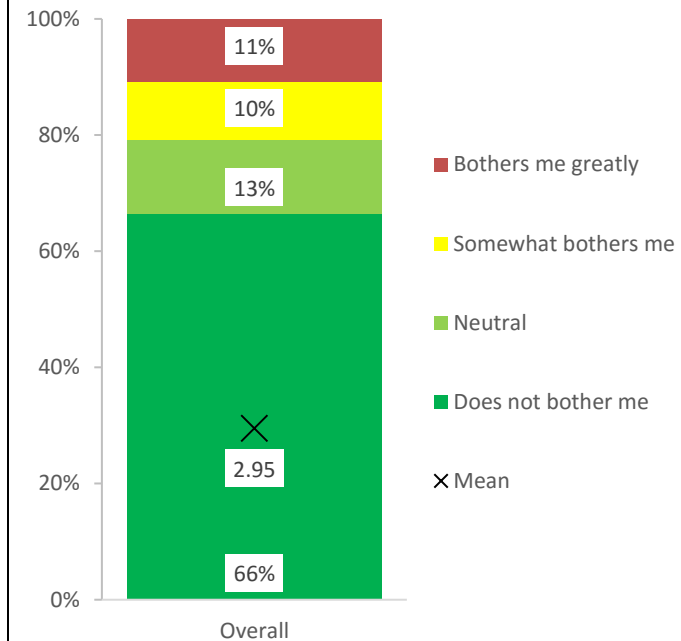


| | Overall |
|---|---|
| Bothers me greatly | 11% |
| Somewhat bothers me | 10% |
| Neutral | 13% |
| Does not bother me | 66% |
| Mean | 2.95 |

*MOB5–How much does the noise from train horns in Kent bother you?*
*Base: All respondents (n = 511)*

*Table 14: Train Noise by Planning Zone*

| | Does not bother me | Neutral | Somewhat bothers me | Bothers me greatly | Mean | *Weighted n* |
|---|---|---|---|---|---|---|
| **Clark / Meridian / Panther** | 84% ↑ | 6% | 5% | 5% | 1.66 ↓ | *33* |
| **Downtown** | 46% ↓ | 14% | 16% | 24% ↑ | 4.60 ↑ | *72* |
| **East Hill** | 65% | 9% | 10% | 16% | 3.29 | *156* |
| **Green River / Valley** | 62% | 25% ↑ | 10% | 3% ↓ | 2.83 | *78* |
| **Lake Meridian** | 81% ↑ | 8% | 7% | 3% | 1.78 ↓ | *47* |
| **Panther Lake** | 66% | 23% | 5% | 6% | 2.71 | *49* |
| **West Hill** | 78% | 11% | 2% ↓ | 9% | 2.11 | *41* |

*MOB5–How much does the noise from train horns in Kent bother you?*
*Base: All respondents (n = 511)*

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# PARKS

## *Parks as a Contribution to Kent as a Place to Live*

Residents clearly feel Kent's parks and recreation facilities contribute to their overall quality of life.

Community and neighborhood parks as well as public trails are rated significantly higher than other facilities, perhaps reflecting greater familiarity and use.

Lower-income households as well as households with children are significantly more likely to state that each one of these facilities "greatly" contributes to their quality of life.

Additionally, residents who live downtown generally indicate that Kent's parks and recreation facilities have a greater contribution to their quality of life.

*Figure 60: Impact of Parks and Recreation Facilities on Quality of Life*
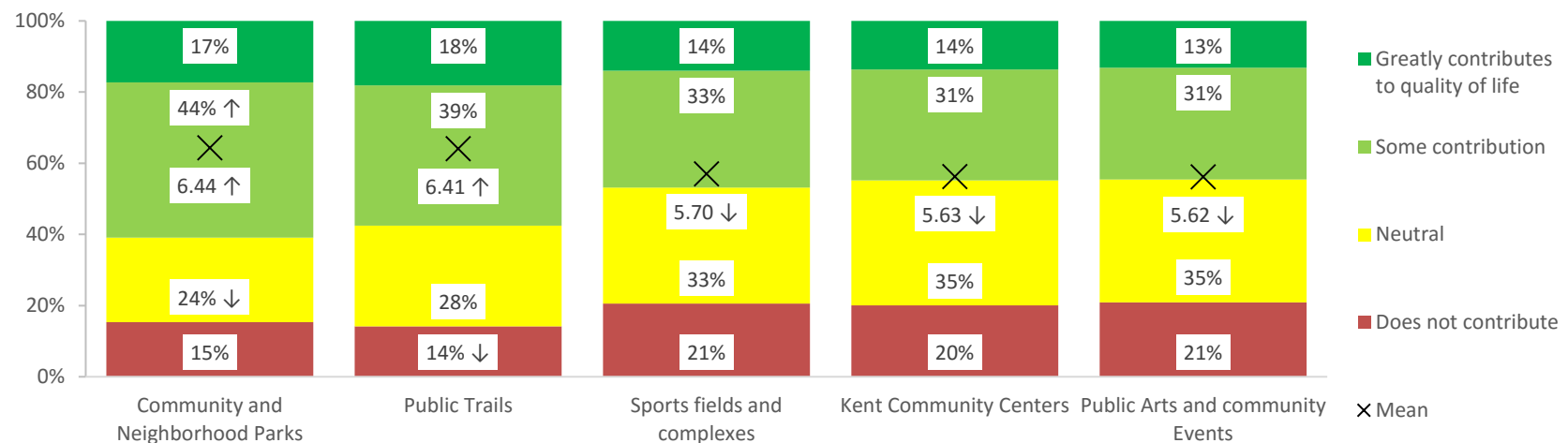


*PARKS2 – How would you rate each of the following in terms of their contribution to Kent as a place to live?*
*Base: All respondents (n = 511)*

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## ShoWare Center

Nearly half of Kent's residents have visited the ShoWare Center in the past 12 months. Of those who have visited the ShoWare Center, nearly all (88%) rate their most recent experience as "good" or "excellent."

Visitors of the ShoWare Center do vary a bit from the general demographics of Kent. Those most likely to have visited the ShoWare Center are
- Under 35—54 percent have visited in the past 12 months.
- Higher income—51 percent of those with annual household incomes above $35,000 have visited in the past 12 months.
- Households with children—57 percent have visited in the past 12 months.
- Home owners—51 percent have visited in the past 12 months.

*Figure 61: ShoWare Visitation and Rating*
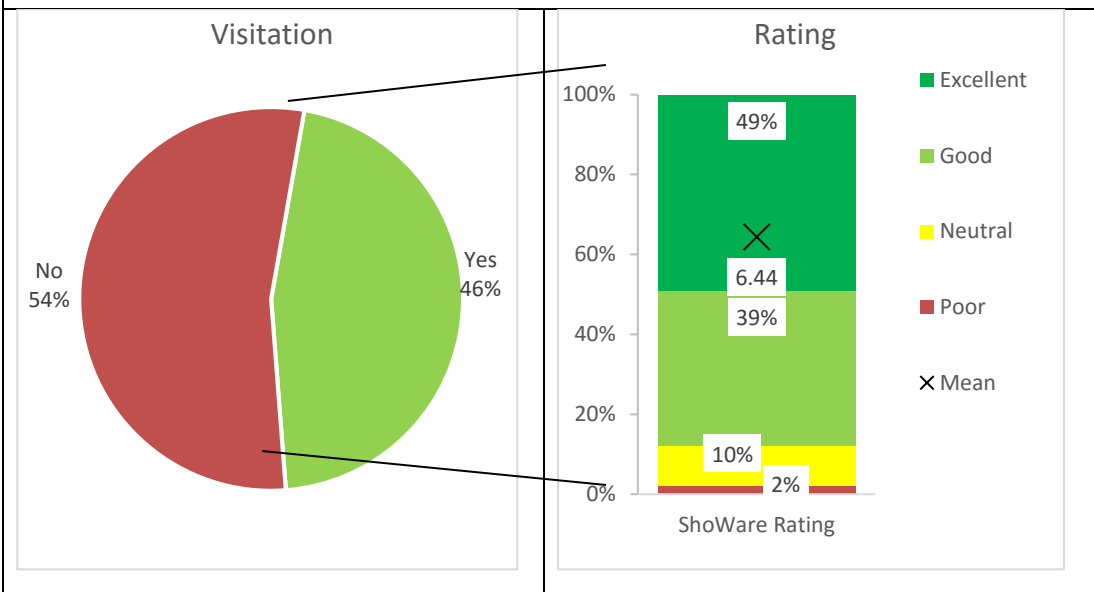


*SHOWARE1 – Have you visited the ShoWare Center in the past 12 months?*
*Base: All respondents (n = 511)*
*SHOWARE1A –How would you rate your most recent experience at the ShoWare Center?*
*Base: Respondents who have visited the ShoWare Center (n = 232)*

*Figure 62: ShoWare Visitation by Key Demographic Groups*
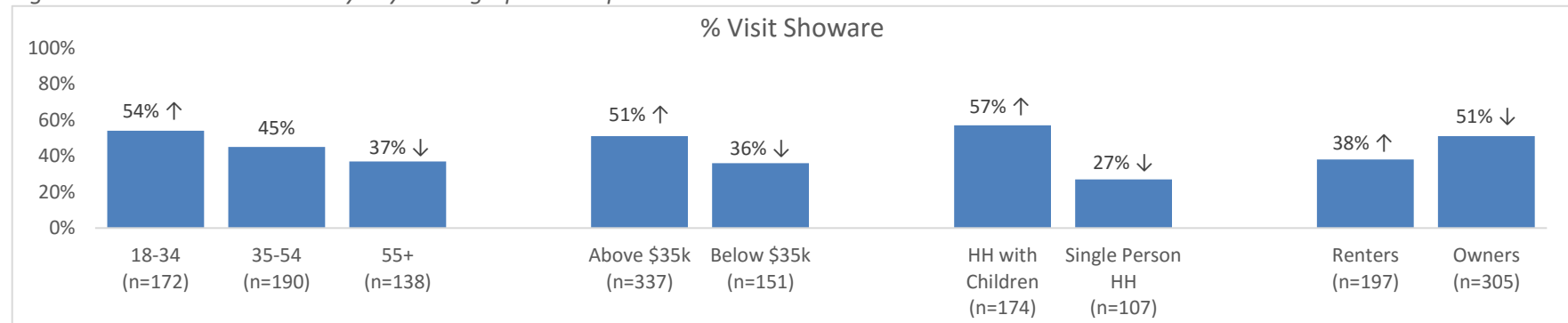


*SHOWARE1 – Have you visited the ShoWare Center in the past 12 months?*
*Base: All respondents (n = 511)*

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# HUMAN SERVICES

## *Familiarity with Services*

Overall, residents are not very familiar with volunteer opportunities, nor with services provided by the City of Kent to reach out and include its diverse cultural and language populations. One quarter (25%) of residents are familiar with services provided for diverse cultural and language populations, and 26 percent are familiar with volunteer opportunities in the city.

There are some differences based on resident demographics. Residents born outside the US are significantly more likely than US-born residents to be familiar with both areas.

Additionally, minority residents are significantly more familiar with volunteer opportunities.

*Figure 63: Familiarity with Social Services*



*Figure 64: Familiarity with Volunteer Opportunities*
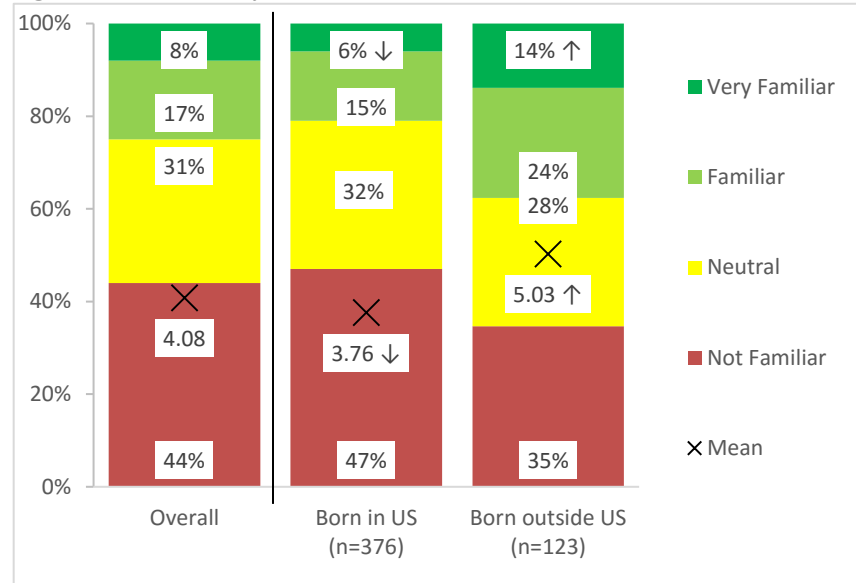


*NEEDS4A –How familiar are you with the services provided by the City of Kent to reach out and include its diverse cultural and language populations?*
*Base: All respondents (n = 511)*
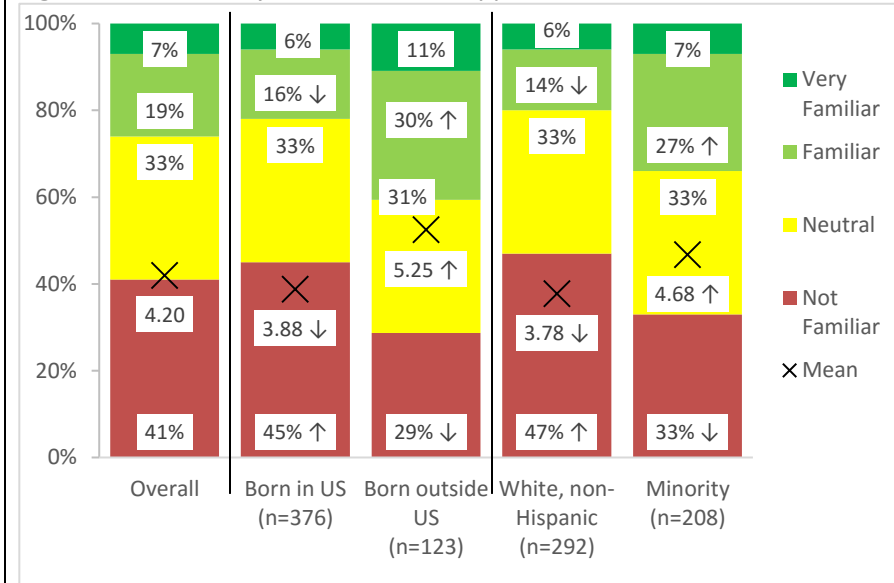
*NEEDS4b –How familiar are you with volunteer opportunities in the city?*
*Base: All respondents (n = 511)*

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## COMMUNICATIONS

### *Information Sources*

Residents use a variety of sources to get information about the City of Kent. The two most commonly used sources are the *Kent Reporter* newspaper and the City of Kent's website.

- Older residents (55+) are the most likely to use the newspaper (58%) while younger (18-34) residents are significantly more likely to use the City's website (52%).

The Parks and Recreation guide, other direct mailers, and social media are also commonly mentioned sources of information for residents.

*Figure 65: Information Sources Used*

| Source | Percent |
|---|---|
| The Kent Reporter Newspaper | 46% |
| The City of Kent Website | 44% |
| The Quarterly Parks and Recreation Guide | 34% |
| Other direct mailers | 27% |
| Social Media | 24% |
| FM or AM Radio | 18% |
| The Scene E-newsletter | 12% |
| Neighborhood Councils | 9% |
| Kent TV 21 | 7% |
| The NextDoor website | 7% |
| The Kent Blog | 6% |
| Nothing | 2% |
| Word of mouth / in person group | 1% |
| TV news | 1% |
| Other newsletter | 1% |
| Other | 2% |
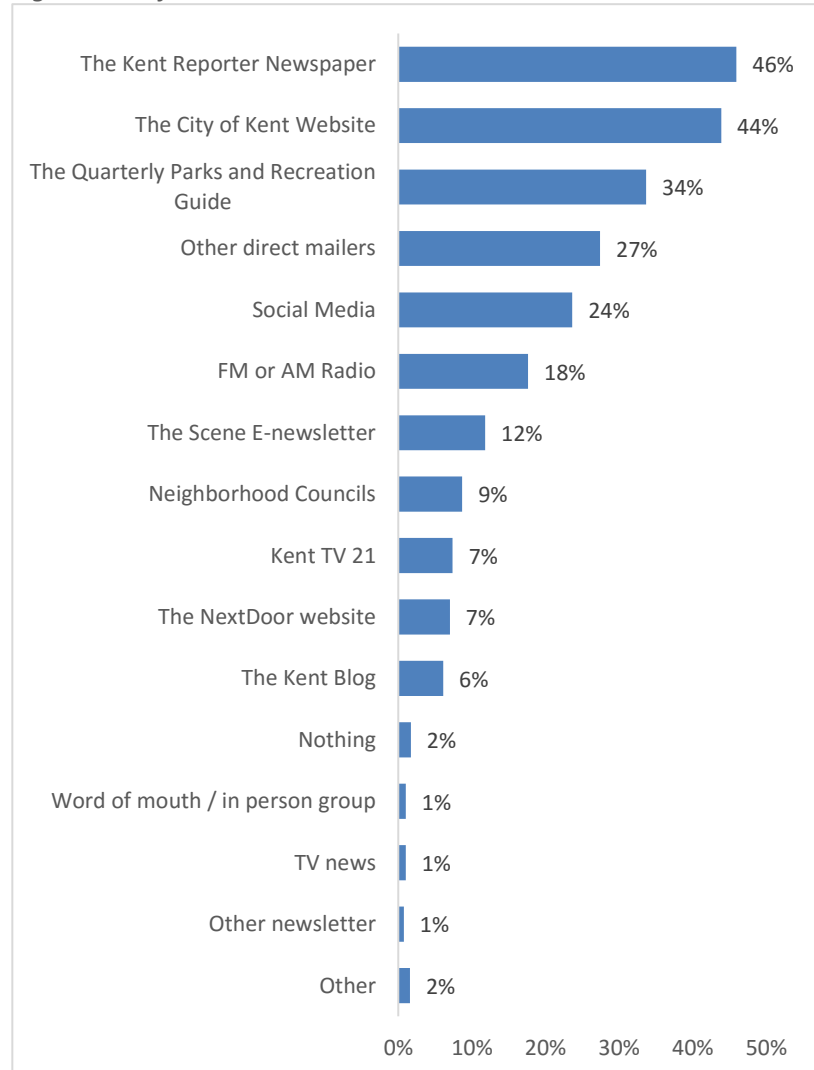
*INFO1 – Which of the following do you use to get information about the City of Kent? Base: All respondents (n = 511)—Multiple select, results may sum to more than 100%.*

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## *Broadband Internet*

Eighty-four percent (84%) of Kent residents have broadband Internet service in their home. While broadband penetration levels are quite high, there is a digital divide where key subgroups have lower adoption rates.

While penetration rates are still fairly high, the following subgroups are less likely to have broadband access:

- Lower-income households—69 percent subscription rate
- Renters—78 percent subscription rate

*Figure 66: Broadband Adoption*



% with Broadband Subscription
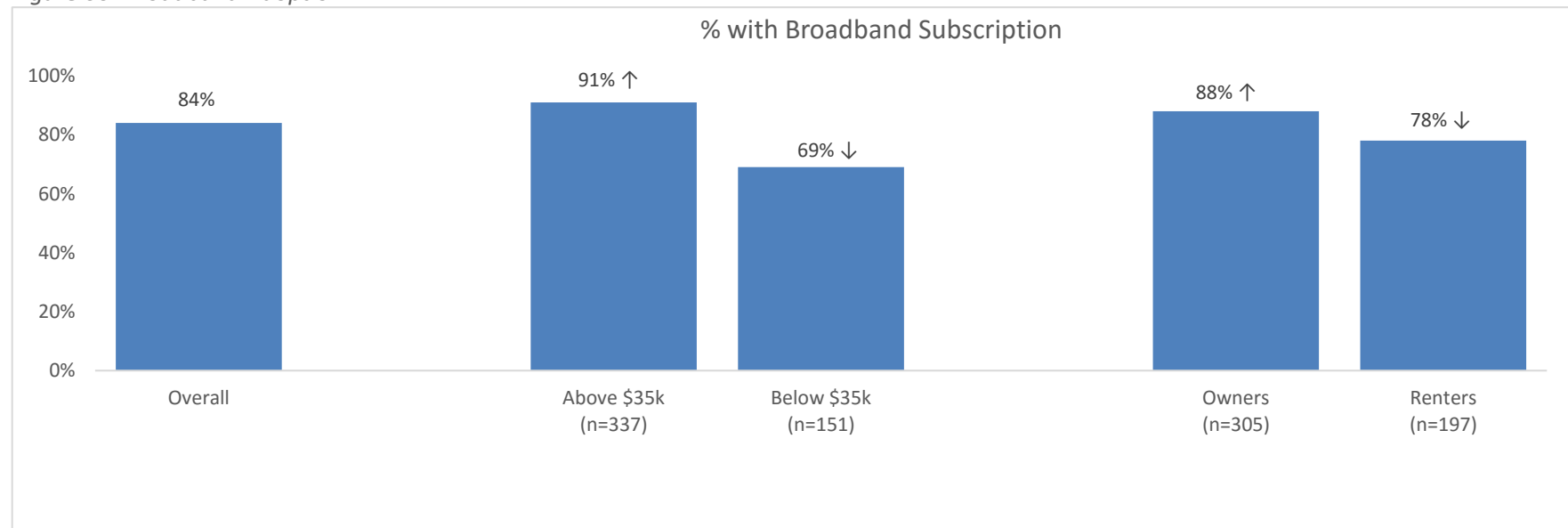
NET1 – How would you rate the job the Kent City Government does in each of the following?
*Base: All respondents (n = 511)*

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## Kent's Website

Half of residents have visited the City of Kent's website within the past 12 months. This is consistent with the earlier finding noting that the city's website is the second most commonly used source of information.

Two thirds of residents who have visited the website are "somewhat" or "very" satisfied with the website.

Website visitors vary a bit. Those most likely to visit the website are

- Females—56 percent have visited in the past 12 months.
- Higher-income households—55 percent have visited in the past 12 months.
- Households with children—59 percent have visited in the past 12 months.
- Homeowners—55 percent have visited in the past 12 months.

*Figure 67: Kent Website Visitation and Rating*
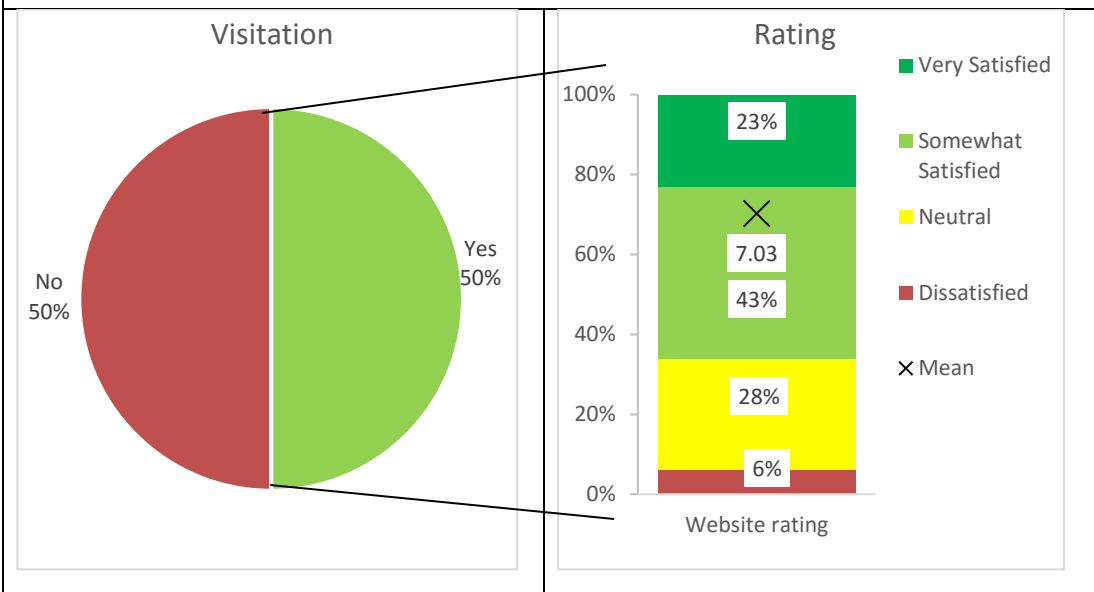


*WEB1 – Have you visited the City of Kent website in the past 12 months?*
*Base: All respondents (n = 511)*
*WEB1B –How satisfied are you with the City of Kent's website?*
*Base: Respondents who have visited the website (n = 252)*

*Figure 68: City Website Visitation by Key Demographic Groups*
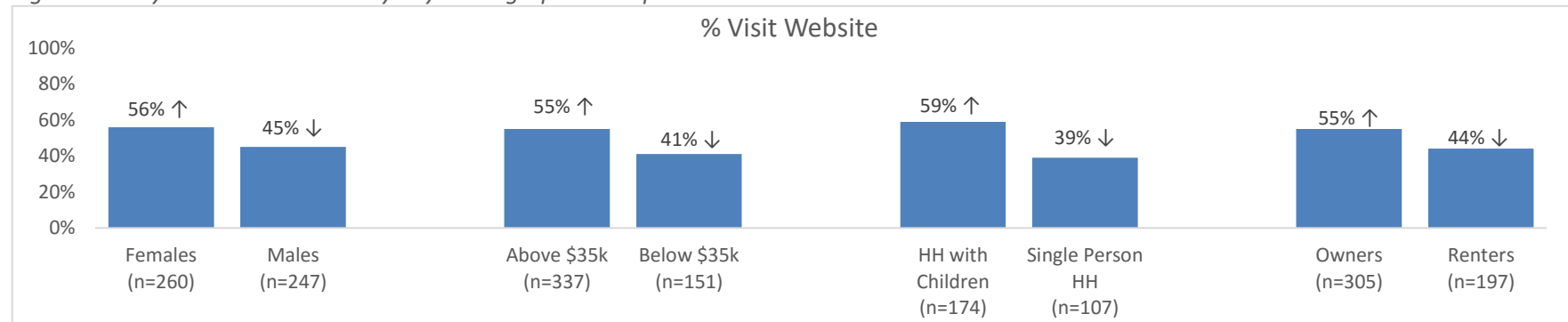


*WEB1 –Have you visited the City of Kent website in the past 12 months?*
*Base: All respondents (n = 511)*

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## KENT EMPLOYEES

### *Types of Interaction*

One in five residents (21%) has contacted a City of Kent employee in the past 12 months.

The most commonly mentioned reasons for contacting the city are to report code enforcement issues or report a crime.

One third (32%) of contacts were for some "other" reason. Things categorized as "other" are too varied and mentioned too few times to be placed into a larger bucket, and include such things as "testing for lead in the water," "property lines," and "asking a question about why the Guardian One helicopter was in the neighborhood."

*Figure 69: Contact with City Employees*



No 79%

Yes 21%
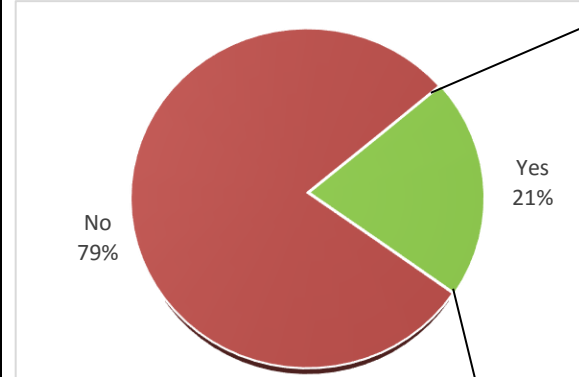
*INTERACT – In the past 12 months, did you contact the City of Kent with a question or problem? Base: All respondents (n = 511)*

*Figure 70: Nature / Purpose of Contact*
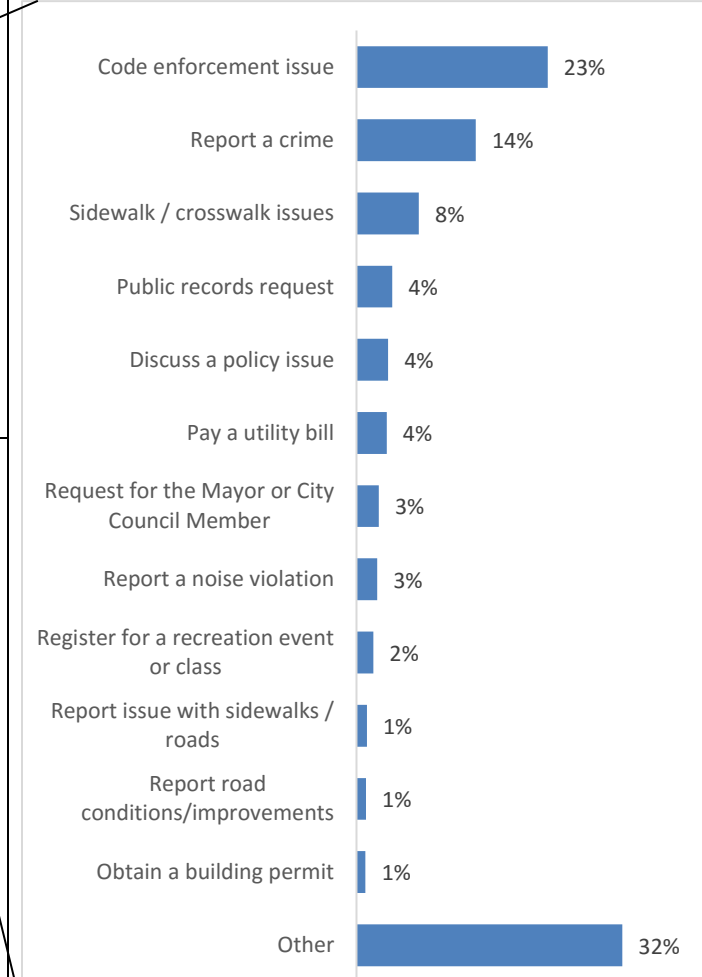


| | |
|---|---|
| Code enforcement issue | 23% |
| Report a crime | 14% |
| Sidewalk / crosswalk issues | 8% |
| Public records request | 4% |
| Discuss a policy issue | 4% |
| Pay a utility bill | 4% |
| Request for the Mayor or City Council Member | 3% |
| Report a noise violation | 3% |
| Register for a recreation event or class | 2% |
| Report issue with sidewalks / roads | 1% |
| Report road conditions/improvements | 1% |
| Obtain a building permit | 1% |
| Other | 32% |

*INTERACT1 – Thinking about your most recent interaction with the City of Kent, what was the primary reason for that contact? Base: Residents who have contacted the City of Kent (n = 103)*

## Satisfaction with Employees

The vast majority of the contact with Kent City employees has been by phone (60%), followed by in person (26%), then e-mail (19%). Very few residents (3%) indicate they have contacted the city via social media. The low use of social media listed here is specifically in reference to how people have reached out, or contacted, the City of Kent. As noted earlier, in the Information Sources section of this report, social media is used quite commonly to get information about the City, but few residents use social media to contact the City of Kent.

Overall, Kent employees receive fairly high performance ratings across the four attributes measured.

*Figure 71: Type of Contact with City Employees*
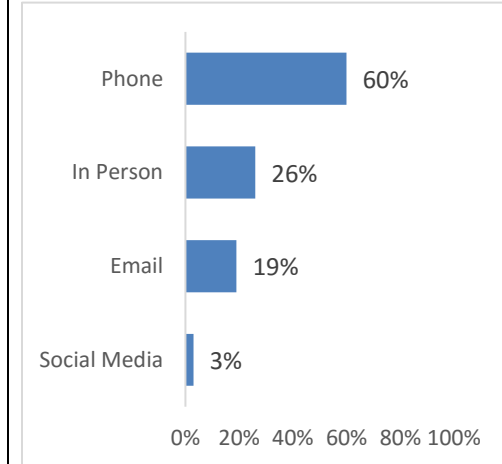


*INTERACT2 – Was that contact in person, via e-mail, over the phone, using social media?*
*Base: Respondents with contact with city employees (n = 103)*

*Figure 72: Performance of Kent City Employees*
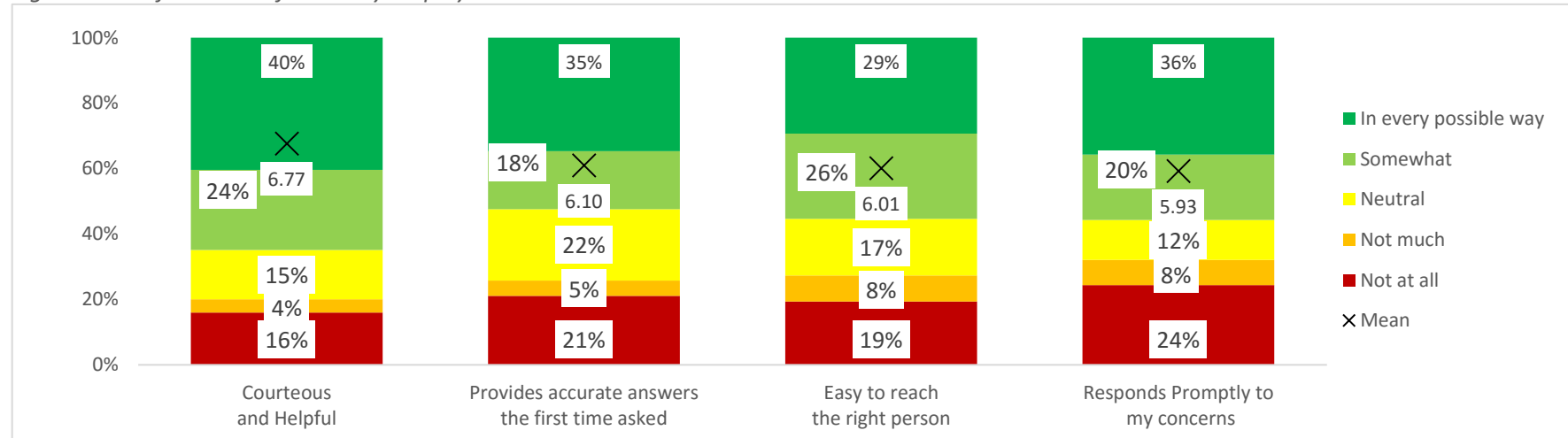


*INTERACT3 – Please specify the extent to which each of the following describes the employee you contacted.?*
*Base: Respondents with contact with city employees (n = 103)*

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# APPENDICES

## APPENDIX I—COMMUNITY DIMENSION GROUPING

*Table 15: Key Community Questions and Corresponding Dimensions*

| Dimension | Attributes | 2016 |
|---|---|---|
| Human Services | NEEDS1A—Children and youth | |
| | NEEDS1B—The elderly | |
| | NEEDS1C—Individuals of diverse racial or ethnic backgrounds | |
| | NEEDS1D—Individuals with disabilities | |
| | NEEDS1E—Low income families | |
| Mobility | MOB4D—It is easy to get around Kent by car | |
| | MOB4E—Public transportation is available from where I live to where I need to go | |
| | MOB4F—It is easy to walk around Kent | |
| | MOB4G—It is easy to bicycle around Kent | |
| Infrastructure Maintenance | MOB2A—Mowing of grass and weeds on the sides of the streets | |
| | MOB2B—Appearance of planters and other decorations along streets and roadways | |
| | MOB2C—Cleanliness of streets in Kent | |
| | MOB2D—Maintenance of Kent's sidewalks and walkways | |
| Parks | PARKS1A—Quality of park amenities | |
| | PARKS1B – Proximity and availability of city parks | |
| | PARKS1E—Safety within city parks and trails | |
| | PARKS1G—Quality of youth activities | |
| | PARKS1H—Quality of city trails | |
| Livability | LIVABILITY1B—Vibrancy of downtown Kent | |
| | LIVABILITY1C—Quality of commercial and shopping districts | |
| | LIVABILITY1D—Variety of housing choices | |
| | LIVABILITY1E—Affordability of housing in the City | |
| | LIVABILITY1F—Availability of youth activities | |
| | LIVABILITY1G—Availability of walking and biking paths | |
| | Community—How would you rate the sense of community in your neighborhood | |
| Government Performance | GA1A—Keeping residents informed | |
| | GA1B—Seeking involvement and input | |
| | GA1C—Having a clear vision and strategy for the future | |
| | GA1D—Listening to its residents | |
| | GA1E—Being accountable and transparent | |
| | GA1H—Providing access to services for non-English speaking residents | |
| | GA1I—Approachability of Kent's Mayor and City Council members | |

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## APPENDIX II—ADDRESS-BASED SAMPLING

In the past, a random-digit-dialing (RDD) telephone survey was used as the primary method with which to conduct resident surveys. Strict quotas were used to ensure representation of demographic characteristics was in line with their actual incidence in the population. While RDD telephone survey research continues to be used widely, it has come under increased scrutiny due to the proliferation of cell phones, as well as declining response rates. This has called into question the representativeness of surveys conducted using traditional RDD samples.

To address the high incidence of cell phone–only households or households whose members primarily use cell phones, NWRG introduced a major methodological change to survey sampling beginning in 2010—address-based sampling (ABS). In 2015, the ABS methodology was enhanced with the introduction of a geo-targeted cell phone sample.

The sample frame consisted of a list of all addresses in Kent as defined by census block groups –including those indicating that post office boxes are the only way they get mail. This list was then matched against a comprehensive database to determine if the household had a matching cell phone or landline telephone number.

1) If a matching phone number was found, the household was called via landline and asked to complete the survey by phone.
2) If no matching phone number was found, the household was sent a letter signed by the mayor asking them to complete the survey online.

The table on the next page shows the distribution of landline versus cell phone households for each sample type compared the population estimate of King County (obtained from the 2013 National Health Statistics Report).

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*Table 16: Distribution of Landline vs. Cell Phone Households*

| | Unweighted | | | | Weighted | | | | Population Estimate (2013 NHS)[2] |
|---|---|---|---|---|---|---|---|---|---|
| | Landline Sample | Cell Sample | Web Sample | Total Sample | Landline Sample | Cell Sample | Web Sample | Total Sample | |
| Only have a cell phone | 1% | 61% | 58% | 43% | 1% | 66% | 62% | 55% | 46% |
| Primarily use a cell phone | 16% | 23% | 16% | 18% | 20% | 22% | 15% | 19% | 16% |
| Use landline and cell phone | 49% | 13% | 18% | 25% | 48% | 11% | 16% | 18% | 21% |
| Primarily use a landline | 23% | 3% | 7% | 10% | 20% | 1% | 6% | 6% | 10% |
| Only have a landline | 11% | 0% | 1% | 4% | 11% | 0% | 1% | 2% | 5% |

The next table shows age and gender breakouts for each sample type.

*Table 17: Respondent Demographics by Phone vs. Web Sample (unweighted)*

| | Gender | | | | Age | | |
|---|---|---|---|---|---|---|---|
| | Landline Sample | Cell Sample | Web Sample | | Landline Sample | Cell Sample | Web Sample |
| Male | 41% | 46% | 55% | 18 to 34 | 7% | 35% | 19% |
| Female | 59% | 54% | 45% | 35 to 54 | 24% | 35% | 37% |
| | | | | 55+ | 69% | 30% | 44% |

The passage below from Centris Marketing Intelligence sums up a few of the key advantages of using address-based sampling.

*Recent advances in database technologies along with improvements in coverage of household addresses have provided a promising alternative for surveys that require representative samples of households. Obviously, each household has an address and virtually all households receive mail from the U.S. Postal Service (USPS)… Given the evolving problems associated with telephone surveys on the one hand, and the exorbitant cost of on-site enumeration of housing units in area probability sampling applications on the other, many researchers are considering the use of [USPS databases] for sampling purposes. Moreover, the growing problem of non-response—which is not unique to any individual mode of survey administration—suggests that more innovative approaches will be necessary to improve survey participation. These are among the reasons why multi-mode methods for data collection are gaining increasing popularity among survey and market researchers. It is in this context that address-based sample designs provide a convenient framework for an effective administration of surveys that employ multi-mode alternatives for data collection.[3]*

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[2] National Health Statistics Reports – Wireless Substitution: State-level Estimates from the National Health Interview Survey, 2012 http://www.cdc.gov/nchs/data/nhsr/nhsr070.pdf.
[3] White Paper, Address-based Sampling, Centris Marketing Intelligence, December 2008.

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## APPENDIX III—RESPONSE RATES

Response rates are calculated using formulas provided by the American Association for Public Opinion Research (www.aapor.org). The formula used takes into consideration the number of phone numbers dialed, the number of eligible contacts reached (18+, live in Kent, etc.), and the number of ineligible households dialed (no one over 18, not in Kent, etc.).

The AAPOR calculation is generally only used for telephone-based surveys. The reason for this is that precise disposition records can be kept each time a phone number is dialed, specifically for numbers dialed that did not result in a completed survey. With mail or online samples, the specific reasons for non-completion are unknown. While the AAPOR calculation can be applied, it is not as exact.

*Table 18:  Response Rates by Mode—Resident Survey*

|  | ABS LANDLINE | ABS CELL | TARGETED CELL | TOTAL PHONE | WEB | GRAND TOTAL |
|---|---|---|---|---|---|---|
| **TOTAL COMPLETED INTERVIEWS** | 142 | 133 | 28 | 303 | 208 | 511 |
| **RESPONSE RATE** | 22.62% | 7.71% | 14.94% | 11.48% | 4.82% | 9.33% |
| **CONTACT RATE** | 58.29% | 29.72% | 26.24% | 36.39% | 39.83% | 38.25% |
| **COOPERATION RATE** | 43.35% | 31.50% | 58.73% | 36.95% | 12.11% | 26.89% |

*Contact rate is the proportion of all cases in which some responsible member of the housing unit was reached for the survey. Cooperation rate is the proportion of all cases interviewed of all eligible units contacted. Response rates are the number of completed interviews, with reporting units divided by the number of eligible reporting units in the sample.*

*Table 19:  Sample Pull and Completes by Sample Type—Resident Survey*

|  | MATCHING ABS LANDLINE NUMBERS | MATCHING ABS CELL PHONE NUMBERS | TARGETED CELL NUMBERS | NO MATCHING NUMBERS *(MAIL TO ONLINE)* | TOTAL |
|---|---|---|---|---|---|
| **SAMPLE DRAWN** | 3,854 | 5,358 | 2726 | 5,788 | 15,000 |
| **SAMPLE USED** *(FOR MAIL-TO-ONLINE THIS INDICATES THE NUMBER OF DELIVERABLE ADDRESSES)* | 2,439 | 5,503 | 438 | 4,812 | 13,192 |
| **COMPLETED INTERVIEWS** | 142 | 133 | 28 | 208 | 511 |

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## APPENDIX IV—WEIGHTING

The weights were applied in two stages. The first stage weight is adjusted for sample frame type by taking the proportion in the sample frame and dividing by the proportion of completed interviews for each sample type. The second weight is a poststratification weight to make adjustments for imperfections in the sample and to ensure that the final sample represents the general population in Kent. Specifically, a raking weight was applied to ensure that gender, age, race, and income distributions of the sample match those of all Kent residents.

While quotas were created to minimize the differences between the sampled population and the actual population, it is common to find that older individuals—those 55 years old and older—are over-represented in general population studies. Conversely, younger residents—those between 18 and 24 years of age—are under-represented in general population studies. The enhanced methodology used for this study provided a fairly representative sample, but weighting was still used to ensure that differences in responses over the years are not a factor of differences in the characteristics of the respondents in the final sample. The purpose of weighting is to create a multiplier to adjust the final sample distribution so that the survey results better reflect the population. This is done by applying a multiplier to each individual based on that person's age and gender. Older residents receive a smaller multiplier (e.g., 0.8), while younger residents receive a higher multiplier (e.g., 1.2).

*Table 20: Weighting—Unweighted and Weighted Data Compared to Kent Population*

| | 2016 Kent Survey (unweighted) | 2016 Kent Survey (weighted) | Kent Population* |
|---|---|---|---|
| Gender | | | |
| Male | 48% | 49% | 49% |
| Female | 52% | 51% | 51% |
| Age** | | | |
| 18–34 | 21% | 35% | 35% |
| 35–54 | 33% | 38% | 38% |
| 55 Plus | 46% | 27% | 27% |
| Race | | | |
| White, Non-Hispanic | 68% | 58% | 48% |
| Minority | 32% | 42% | 52% |
| Income | | | |
| Less than $35,000 | 25% | 31% | 30% |
| $35,000 or greater | 75% | 69% | 70% |
| Children in Household | | | |
| None | 72% | 64% | 62% |
| One or More | 28% | 36% | 38% |
| Home Ownership | | | |
| Own | 67% | 61% | 54% |
| Rent | 33% | 39% | 46% |
| Years Lived in Kent | | | |
| 0 < 5 | 27% | 35% | |
| 5 < 10 | 15% | 17% | N/A |
| 10 < 20 | 29% | 27% | |
| 20 or More | 29% | 21% | |

*Source for population figures: All data are 2014 American Community Survey 5-year estimates of adults 18+.*

**Note: Age was imputed for respondents who refused their age.*

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## APPENDIX V—ADDITIONAL OUTREACH AND OPEN SURVEY

While the use of an address-based sample resulted in a representative sample of Kent's population, as shown in Appendix IV, the city decided to make additional efforts to include members of its diverse population. To that end, additional outreach was conducted among the Living Well Kent and Kent Cultural-Diversity Initiative Group (KC-DIG) community groups in an effort to gain insight from minority and lesser-represented residents.

An open survey link and USERID were provided to Living Well Kent and KC-DIG advocates and leaders through the use of direct e-mail (text below) and announcements at each group's monthly meeting. Advocates and leaders were asked to pass this information along to community members so that their voices could be heard.

The additional efforts, while going above and beyond expectations, only resulted in an additional 42 respondents, most of whom were advocates and leaders, and unfortunately the open survey did not receive much input from minority residents. Due to this, the results from this additional outreach are not being presented in the report.

Greetings KC-DIG leaders and advocates,

I am writing to ask for your help. The City of Kent is conducting a resident survey to help Kent plan for the future and improve services to the community. A key objective of this survey is to make it as inclusive as possible so that we hear from a wide variety of Kent's residents. I am hoping you'll be willing to forward the message below to Ethnic Community-Based Organizations, nonprofits, businesses, and community members and encourage them to participate in this important survey. We haven't conducted this type of research since 2006, and it's no secret Kent has changed dramatically since then. I hope I can count on you to encourage members of our beautifully diverse community to take part in this valuable work.

The survey is available in English and Spanish given the Census notes 50% of Kent's population is Spanish-speaking. All other languages comprised 2% of Kent's population and translating all of them is cost-prohibitive.

Thank you so much for your help in forwarding the message below.


MESSAGE TO THE INDIVIDUALS

The City of Kent wants to hear from you.

The City is conducting a survey to gather your opinions about the services the City provides, as well as how safe you feel in the city and your neighborhoods, and how you perceive Kent as a place to live. Your perceptions are critical to the City's understanding of the current and future needs of Kent residents.

Please be assured your responses will remain completely anonymous. The survey is being conducted by Northwest Research Group, an independent survey company, and is available online using the below link.

WEBSITE: http://KentWA.Survey.Bernett.com
USERID: A1B2C3

While your participation is voluntary, it is very important for the validation of the survey and the future direction of the city. In order to ensure your opinions are included, I ask you to please complete the survey as soon as possible, but no later than Friday, July 29.

Thank you for your participation. A few minutes of your time will help our city tremendously.

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## APPENDIX VI—UNWEIGHTED AND WEIGHTED BASE SIZES

Unless otherwise noted, all reported statistics are based on weighted base sizes. For reference, the table below provides both weighted and unweighted base sizes for each subgroup of respondents shown in this report.

| Weighted vs. Unweighted Base Sizes | | |
|---|---|---|
| **All Respondents** | **Key Subgroups** | **By Planning Zone** |
| 2016 (n = 511) | **Victim of a crime in Kent**<br>(n = 103, $n_w$ weighted = 112) | **Clark / Meridian / Panther**<br>(n = 38, $n_w$ weighted = 33) |
| **Demographic Groups** | **Had contact with the police**<br>(n = 189, $n_w$ weighted = 183) | **Downtown**<br>(n = 75, $n_w$ weighted = 72) |
| **Males**<br>(n = 245, $n_w$ weighted = 247) | **Reported a crime to the police**<br>(n = 72, $n_w$ weighted = 77) | **East Hill**<br>(n = 151, $n_w$ weighted = 156) |
| **Females**<br>(n = 261, $n_w$ weighted = 260) | **Reported crime via phone**<br>(n = 45, $n_w$ weighted = 47) | **Green river / Valley**<br>(n = 79, $n_w$ weighted = 78) |
| **Age 18–34**<br>(n = 103, $n_w$ weighted = 172) | **Reported crime in person**<br>(n = 20, $n_w$ weighted = 22) | **Lake Meridian**<br>(n = 47, $n_w$ weighted = 47) |
| **Age 35–54**<br>(n = 166, $n_w$ weighted = 190) | **Code violations at least a small problem**<br>(n = 328, $n_w$ weighted = 333) | **Panther Lake**<br>(n = 59, $n_w$ weighted = 49) |
| **Age 55+**<br>(n = 229, $n_w$ weighted = 138) | **Code violations are a big problem**<br>(n = 40, $n_w$ weighted = 41) | **West Hill**<br>(n = 39, $n_w$ weighted = 41) |
| **White, non-Hispanic**<br>(n = 343, $n_w$ weighted = 292) | **Visited ShoWare Center**<br>(n = 221, $n_w$ weighted = 232) | |
| **Minority**<br>(n = 157, $n_w$ weighted = 208) | **Visited Kent's website**<br>(n = 246, $n_w$ weighted = 252) | |
| **Born in the US**<br>(n = 410, $n_w$ weighted = 376) | **Contacted Kent employee**<br>(n = 118, $n_w$ weighted = 103) | |
| **Born outside the US**<br>(n = 90, $n_w$ weighted = 123) | | |
| **Renters**<br>(n = 163, $n_w$ weighted = 197) | | |
| **Owners**<br>(n = 338, $n_w$ weighted = 305) | | |
| **Lived in Kent < 2 Years**<br>(n = 52, $n_w$ weighted = 67) | | |
| **Lived in Kent 2 to <10 years**<br>(n = 146, $n_w$ weighted = 179) | | |
| **Lived in Kent 10 to <20 years**<br>(n = 135, $n_w$ weighted = 131) | | |
| **Lived in Kent 20+ Years**<br>(n = 139, $n_w$ weighted = 102) | | |
| **Residents in households with annual incomes above $35,000**<br>(n = 360, $n_w$ weighted = 337) | | |
| **Residents in households with annual incomes below $35,000**<br>(n = 122, $n_w$ weighted = 151) | | |

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## APPENDIX VII—MARGIN OF ERROR

The margin of error is a statistic expressing the amount of random sampling error in a survey's results. The larger the margin of error, the less faith one should have that the survey's reported results are close to the true figures—that is, the figures for the whole population. The margin of error decreases as the sample size increases, but only to a point. Moreover, the margin of error is greater when there is more dispersion in responses—for example, 50 percent respond yes and 50 percent respond no—than when opinions are very similar—for example, 90 percent respond yes and 10 percent respond no. The margin of error in the Kent Resident Survey is generally no greater than plus or minus 4.3 percentage points at a 95 percent confidence level. This means that if the same question were asked of a different sample but using the same methodology, 95 times out of 100, the same result within the stated range would be achieved.

The following table provides additional insights into the margin of error with different sample sizes. The proportions are shown in the table below.

*Table 21: Error Associated with Different Proportions at Different Sample Sizes*

| Sample Size | Maximum Margin of Error |
|---|---|
| 30 | 17.8% |
| 50 | 13.9% |
| 100 | 9.8% |
| 200 | 6.9% |
| 300 | 5.7% |
| 400 | 4.9% |
| 600 | 4.0% |
| 800 | 3.5% |

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## APPENDIX VIII —RESIDENT QUESTIONNAIRE

**City of Kent 2015 Resident Survey**
**NWRG Project Number: Kent_2016_Resident**
**DATE LAST MODIFIED: 06/14/2016**

**TEXT CONVENTIONS**

**RED TEXT DENOTES PROGRAMMING INSTRUCTIONS**

**TEXT IN ALLCAPS IS NoT READ TO RESPONDENTS**
**Text in Yellow highlight indicates question is still being considered in conjunction with the client**
**Text in pink highlight indicates questions NWRG RECOMMENDS DELETING**

**WEB PROGRAMMING INSTRUCTIONS**

**[ALL 998/999 OPTIONS SHOULD BE HIDDEN FOR WEB RESPONDENTS UNLESS/UNTIL THE RESPONDENT TRIES TO ENTER PAST THE QUESTION WITHOUT PROVIDING A RESPONSE]**
**[SHOW "UNREAD" RESPONSE OPTIONS, AND USE SENTENCE CASE (CAPITALIZE FIRST LETTER OF WORD / PHRASE ONLY)]**
**[RATING SCALES MUST BE SHOWN IN THE FORMAT BELOW:]**

| | Much Worse Than Other Communities | | | | | | | | | Much Better Than Other Communities |
|---|---|---|---|---|---|---|---|---|---|---|
| | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Easy to get around by car | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Public transportation available to where I need to go | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

**SAMPLE PLAN**

| Total # of Completes  500+ | |
|---|---|
| **Completes by Sample Type** | |
| RDD Landline | 125 |
| RDD Cellphone | 125 |
| (Online) | 250(+) |
| **Quotas** | |
| Male 18+ | Minimum 219 |
| Male 18-34 | Minimum 62 |
| Male 55+ | Maximum 89 |
| Female 18+ | Maximum 281 |
| Female 18-34 | Minimum 63 |
| Female 55+ | Maximum 98 |
| Race – White, non-Hispanic | Maximum 315 |
| Race – Minority | Minimum 185 |
| Low income – Under $35,000/yr | Minimum 127 |

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| INTRODUCTION / SCREENERS |
|---|
| [BASE: ALL RESPONDENTS] |
| [PROGRAMMING: SECTION FOR TIMING] |

**[ONLY DISPLAY FOR WEB RESPONDENTS: LOGIN WILL NoT BE DISPLAYED IN TEST LINK]**
WEB LOGIN
Please enter your unique **USERID** from the mailing you received:

**[ONLY DISPLAY FOR PHONE RESPONDENTS]**
ISCALLIN
**(DO NoT READ) INTERVIEWER:** Did this respondent call-in to do the survey?

**IF YOU ARE NoT SURE, CODE "No" BELOW.**
1.   Yes, respondent called in **[SKIP QUOTA EVAL ON AGE/GENDER]**
2.   No, regular outbound dialing

**[DISPLAY FOR PHONE RESPONDENTS ONLY]**
INTROTEL          **[PHONE NoTATION] (REREAD THIS SCREEN IF YOU HAVE A NEW RESPONDENT ON THE PHONE, OTHERWISE PRESS >> TO GET INTO THE SURVEY)**

Hello.  This is _____ with Northwest Research Group, calling on behalf of the City of Kent.

We are conducting a survey to gather residents' opinions regarding satisfaction with City services and would like to include the opinions of your household.

The information will be used to help Kent plan for the future and improve services to the community.  This study is being conducted for research purposes only, and everything you say will be kept strictly confidential. This call may be monitored and/or recorded for quality control purposes.

**(IF NECESSARY)** Your phone number has been randomly chosen for this study.

**[DO NoT DISPLAY IF PHONE]**
INTROWEB     Thank you for agreeing to complete this important survey for the City of Kent.  Your household is one of a small number of households randomly selected to participate in this survey so your participation is vital to the success of this research.

This study is being conducted for research purposes only and your responses will be kept strictly confidential. Your input will be used to help Kent plan for the future and improve services to the community.

**ASK CP0 IF SAMPLETYPE=CELLPHONE**

CP0        Are you currently driving a car or doing any activity requiring your full attention?
- 01      Yes **(END CALL AND SCHEDULE CALLBACK IN NUTTY)** **[SKIP TO THANK1]**
- 00      No
- 998    **[PHONE NOTATION: (DO NOT READ)]** Don't know
- 999    **[PHONE NOTATION: (DO NOT READ)]** Refused / Prefer not to answer

SCR1      Are you an adult 18 years of age or older?
- 01    Yes
- 00    No
- 999   **[PHONE NOTATION: (DO NOT READ)]** Don't know / Prefer not to answer

**[IF SCR1=00/999 (NO) AND SURVEY TYPE IS PHONE, ASK SCR1R]**
**[IF SCR1=00/999 AND SURVEY TYPE IS WEB, THANK AND TERM (THANK3)]**

SCR1R    May I please speak with an adult head of household 18 years of age or older?
**(CLARIFY BETWEEN NO AND NOT AVAILABLE AND CODE ACCORDINGLY)**
- 01    Yes **[GO BACK TO INTROTEL]**
- 02    Not Available **(SELECT THIS OPTION AND COLLECT RESPONDENT NAME SO THAT WE KNOW WHO TO CALLBACK - SCHEDULE A CALLBACK IN NUTTY AND RECORD NAME IN YOUR CALLBACK NOTES)** **[GO BACK TO INTROTEL, BUT ROUTE TO SCR1Ri FIRST WHICH READS "**Click the Next button to go back to the intro…**"]**
- 03    No one in household 18 or older **[THANK AND TERM (THANK3)]**
- 04    Refused **[SCREENER REFUSAL (THANK2)]**

SCR2      Are you a current resident of Kent?
**(AS NEEDED/WEB NOTATION)** Do you live within the Kent City Limits?
- 01    Yes
- 00    **[PHONE NOTATION: (DO NOT READ)]** No **[SKIP TO THANK4]**
- 999   **[PHONE NOTATION: (DO NOT READ)]** Don't know / Prefer not to answer **[SKIP TO THANK2]**

AGE       Just to make sure that our study is representative of the City of Kent, **[PHONE SHOW:** 'may I please have your age? **/ WEB SHOW:** Please enter your age.**]**
- ___    Enter Age **[RANGE 18 TO 120]** **[IF UNDER 18 TERMINATE – THANK3]**
- 998    **[PHONE NOTATION: (DO NOT READ)]** Don't know
- 999    **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

**ASK AGE_CAT IF AGE=998 OR 999**

AGE_CAT Which of the following categories does your age fall into? **[PHONE NOTATION: READ LIST UNTIL VALID RESPONSE IS GIVEN)]**
- 01 18-24
- 02 25-34
- 03 35-44
- 04 45-54
- 05 55-64
- 06 65 or older
- 998 **[PHONE NOTATION: (DO NOT READ)]** Don't know
- 999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

**PROGRAMMER: CREATE VARIABLE, "AGE_BAN" MONITOR FOR DISTRIBUTION IN PORTAL**
**VALUE LABLES FOR AGE_BAN (LOGIC IN PARENTHESIS)**
- **01 18 TO 34 [((AGE GE 18) AND (AGE LE 34)) OR (AGE_CAT = 01, 02)]**
- **02 35 TO 54 [((AGE GE 35) AND (AGE LE 54)) OR (AGE_CAT = 03, 04)]**
- **03 55 PLUS [((AGE GE 55) AND (AGE LE 98)) OR (AGE_CAT = 05, 06)]**
- **99 UNKNoWN [AGE_CAT = 98, 99]**

GENDER **[PHONE SHOW] (RECORD RESPONDENT'S GENDER) (IF NEEDED)** Are you male or female?
**[WEB SHOW]** Are you . . .
- 01 Male
- 02 Female
- 998 **[PHONE NOTATION: (DO NOT READ)]** Don't know **[EXCLUSIVE]**
- 999 **[PHONE NOTATION: (DO NOT READ)]** Refused / Prefer not to answer **[EXCLUSIVE]**

RACE Which of the following do you consider yourself? **[PHONE NOTATION: (READ LIST, GET A YES OR NO AFTER EACH)]**

**[PHONE NOTATION: (IF NECESSARY)]** We only ask to ensure we include the opinions from all the residents of Kent.

- 01 White
- 02 Hispanic, Latino, or Spanish origin
- 03 Black or African American
- 04 Asian
- 05 American Indian or Alaska Native
- 06 Middle Eastern or North African
- 07 Native Hawaiian or Other Pacific Islander

888     **[PHONE NOTATION: (DO NOT READ)]** Other **(Please specify)**     **[SPECIFY]**
998     **[PHONE NOTATION: (DO NOT READ)]** Don't know     **[EXCLUSIVE]**
999     **[PHONE NOTATION: (DO NOT READ)]** Refused / Prefer not to answer     **[EXCLUSIVE]**

---

**PROGRAMMER: CREATE VARIABLE, "RACE_BAN" MONITOR FOR DISTRIBUTION IN PORTAL**
**VALUE LABELS FOR RACE (LOGIC IN PARENTHESIS)**
    **01 WHITE-ONLY [RACE=01 AND No OTHER SELECTION]**
    **02 NoT WHITE-ONLY [RACE=02 OR 03 OR 04 OR 06 OR 07]**
    **03 OTHER/UNKNoWN [(RACE=888 AND No OTHER SELECTION) OR RACE=998, 999]**

---

SCR3     Is your overall household income above or below $35,000 per year?
01     Above $35,000
02     Below $35,000
998     **[PHONE NOTATION: (DO NOT READ)]** Don't know
999     **[PHONE NOTATION: (DO NOT READ)]** Refused / Prefer not to answer

---

**PROGRAMMER: CREATE VARIABLE, "GROUP" TO BE USED LATER FOR SPLITTING SAMPLE**
**ONLY CREATE GROUP VARIABLE FROM OUTBOUND PHONE RESPONDENDS (BOTH LANDLINE AND CELL PHONE)**
**RANDOMLY ASSIGN PHONE RESPONDENTS TO GROUP 01, 02, 03 OR 04.**

---

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| | |
|---|---|
| **5-STAR RATING** |
| [BASE: ALL] |
| [PROGRAMMING: SECTION FOR TIMING] |

NWRG1 **[PHONE SHOW]** Using a scale from 0 to 10 where "0" means the quality of life in Kent "does not meet your expectations at all" and "10" means the quality of life "greatly exceeds your expectations", how would you rate the overall quality of life in Kent?

**(IF DON'T KNOW/PREFER NOT TO ANSWER) Please use your best estimate, there are no right or wrong answers.**

[WEB SHOW] How would you rate the overall quality of life in Kent?

| Does Not Meet Expectations at All | | | | | | | | | | Greatly Exceeds Expectations |
|---|---|---|---|---|---|---|---|---|---|---|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

   998    **[PHONE NOTATION: (DO NOT READ)]** Don't know
   999    **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

NWRG2 **[PHONE SHOW]** Using the same scale, how would you rate the overall quality of services provided by the City of Kent?

**(IF DON'T KNOW/PREFER NOT TO ANSWER) Please use your best estimate, there are no right or wrong answers.**

[WEB SHOW] How would you rate the overall **quality of services** provided by the City of Kent?

| Does Not Meet Expectations at All | | | | | | | | | | Greatly Exceeds Expectations |
|---|---|---|---|---|---|---|---|---|---|---|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

   998    **[PHONE NOTATION: (DO NOT READ)]** Don't know
   999    **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

NWRG3 Compared with other cities and towns, how would you rate Kent as a place to live?
   **[PHONE SHOW]** Use a scale from 0 to 10 where 0 means "Significantly worse than other cities and towns" and 10 means "significantly better than other cities and towns"

**[PHONE NOTATION: (IF DON'T KNOW/PREFER NOT TO ANSWER) Please use your best estimate, there are no right or wrong answers.]**

| Significantly worse than other cities and towns | | | | | | | | | | Significantly better than other cities and towns |
|---|---|---|---|---|---|---|---|---|---|---|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

      998      **[PHONE NOTATION: (DO NOT READ)]** Don't know / Not familiar with other cities and towns

      999      **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

NWRG4      **[PHONE SHOW]** Using a scale from "0" to "10" where "0" means "Strongly headed in the wrong direction" and 10 means "Strongly headed in the right direction", overall, would you say that Kent is headed in the right or wrong direction?

**(IF DON'T KNOW/PREFER NOT TO ANSWER) Please use your best estimate, there are no right or wrong answers.**

**[WEB SHOW]** Overall, would you say that **Kent** is headed in the right or wrong direction?

| Strongly headed in the wrong direction | | | | | | | | | | Strongly headed in right direction |
|---|---|---|---|---|---|---|---|---|---|---|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

      998      **[PHONE NOTATION: (DO NOT READ)]** Don't know

      999      **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

NWRG5          Thinking about services and facilities in Kent, do you feel you are getting your money's worth for your tax dollar or not? **[PHONE SHOW]** Please use a scale from 0 to 10 where "0" means "definitely not getting your money's worth" and "10" means "definitely getting your money's worth."

**(IF DON'T KNOW/PREFER NOT TO ANSWER) Please use your best estimate, there are no right or wrong answers.**

| Definitely not getting my money's worth | | | | | | | | | | Definitely getting my money's worth |
|---|---|---|---|---|---|---|---|---|---|---|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

998     **[PHONE NOTATION: (DO NOT READ)]** Don't know
999     **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

RECOMMEND     How likely would you be to recommend Kent as a place to live to a friend or family member? **[PHONE SHOW]** Please use a scale from 0 to 10 where "0" means "Not at all likely" and "10" means "Extremely likely."

**(IF DON'T KNOW/PREFER NOT TO ANSWER) Please use your best estimate, there are no right or wrong answers.**

| Not at All Likely | | | | | | | | | | Extremely Likely |
|---|---|---|---|---|---|---|---|---|---|---|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

998     **[PHONE NOTATION: (DO NOT READ)]** Don't know
999     **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

RECOMMEND1  Why do you feel that way?
            **[OPEN END]**

**LIVABILITY IN KENT**
[BASE: ALL]
[PROGRAMMING: SECTION FOR TIMING]

LIVABILITY1    **[PHONE SHOW]** Using a scale from 0 to 10 where "0" means "Very Poor" and "10" means "Excellent," how would you rate each of the following aspects of Kent?

**[PHONE NOTATION: (READ LIST)]**

**(IF DON'T KNOW/PREFER NOT TO ANSWER) Please use your best estimate, there are no right or wrong answers.**

**[WEB SHOW]** How would you rate each of the following aspects of Kent. . .

**[RANDOMIZE DISPLAY ORDER]**
LIVABILITY1B    Vibrancy of downtown Kent
LIVABILITY1C    Quality of commercial and shopping districts
LIVABILITY1D    Variety of housing choices
LIVABILITY1E    Affordability of housing in the City
LIVABILITY1F    Availability of youth activities
LIVABILITY1G    Availability of walking and biking paths

| Very Poor | | | | | | | | | | Excellent |
|---|---|---|---|---|---|---|---|---|---|---|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

998    **[PHONE NOTATION: (DO NOT READ)]** Don't know
999    **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

COMMUNITY    **[PHONE SHOW]:** How would you rate the sense of community in your neighborhood?
Use a scale from 0 to 10 where "0" means "no sense of community at all" and "10" means "strong sense of community".

**DK/PREFER NOT TO ANSWER – PROBE FOR ANWSER BEFORE USING THIS OPTION -PLEASE USE YOUR BEST ESTIMATE THERE ARE NO RIGHT OR WRONG ANWSERS**

**[WEB SHOW]:** How would you rate the sense of community in your neighborhood?

| NO SENSE OF COMMUNITY AT ALL | | | | | | | | | | STRONG SENSE OF COMMUNITY |
|---|---|---|---|---|---|---|---|---|---|---|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

998    DON'T KNOW
999    PREFER NOT TO ANSWER

**PARKS**
[BASE:  ALL]
[PROGRAMMING: SECTION FOR TIMING]

PARKS1    How do you rate Kent's parks and recreation offerings on each of the following?

**[PHONE NOTATION: (READ LIST)]**

**[PHONE NOTATION: IF NEEDED SAY: Please use a scale from 0 to 10 where "0" means "Very Poor" and "10" means "Excellent,"**

**(IF DON'T KNOW/PREFER NOT TO ANSWER) Please use your best estimate, there are no right or wrong answers.**

**[RANDOMIZE DISPLAY ORDER]**
PARKS1A   Quality of park amenities such as play equipment, restrooms and picnic shelters
PARKS1B   Proximity and availability of city parks
PARKS1E   Safety within city parks and trails
PARKS1G   Quality of youth activities
PARKS1H   Quality of city trails

| Very Poor | | | | | | | | | | Excellent |
|---|---|---|---|---|---|---|---|---|---|---|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

998    **[PHONE NOTATION: (DO NOT READ)]** Don't know
999    **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

PARKS2    How would you rate each of the following in terms of their contribution to Kent as a place to live? **[PHONE SHOW]:** Use a scale from 0 to 10 where "0" means "Does Not Contribute to My Quality of Life at All" and "10" means "Greatly Contributes to My Quality of Life",

**[PHONE NOTATION: (READ LIST)]**

**(IF DON'T KNOW/PREFER NOT TO ANSWER) Please use your best estimate, there are no right or wrong answers.**

**[RANDOMIZE DISPLAY ORDER]**
PARKS2A   Community and Neighborhood Parks
PARKS2B   Public Trails
PARKS2C   Sports fields and complexes
PARKS2D   Kent Community Centers
PARKS2E   Public Arts and community Events

| Does Not Contribute to My Quality of Life at All | | | | | | | | | | Greatly Contributes to My Quality of Life |
|---|---|---|---|---|---|---|---|---|---|---|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

        998   **[PHONE NOTATION: (DO NOT READ)]** Don't know
        999   **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

SHOWARE1   Have you visited the ShoWare Center in the past 12 months?
        **[AS NEEDED: The ShoWare Center is the multi-purpose arena located on James and Hwy 167]**
        01   Yes
        00   No
        998   **[PHONE NOTATION: (DO NOT READ)]** Don't know
        999   **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

**[SHOW SHOWARE1A IF SHOWARE=01 (YES)]**

SHOWARE1A   **[PHONE SHOW]** Using a scale from 0 to 10 where "0" means "Very Poor" and "10" means "Excellent," how would you rate your most recent experience at the ShoWare Center?
        **[WEB SHOW]** How would you rate your most recent experience at the ShoWare Center?

| Very Poor | | | | | | | | | | Excellent |
|---|---|---|---|---|---|---|---|---|---|---|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

        998   **[PHONE NOTATION: (DO NOT READ)]** Don't know
        999   **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

| GOVERNMENT PERFORMANCE |
| :---: |
| [BASE:  ALL] |
| [PROGRAMMING: SECTION FOR TIMING] |

GA1INT     **[PHONE SHOW]** Using a scale from 0 to 10 where "0" means "Very Poor" and "10" means "Excellent," how would you rate the job the Kent City Government does for each of the following?
**[PHONE NOTATION: (READ LIST)]**
**(IF DON'T KNOW/PREFER NOT TO ANSWER) Please use your best estimate, there are no right or wrong answers.**

**[WEB SHOW]** How would you rate the job the Kent City Government does for each of the following?

 **[RANDOMIZE DISPLAY ORDER]**
GA1A Keeping residents informed
GA1B Seeking involvement and input
GA1C         Having a clear vision and strategy for the future
GA1D         Listening to its residents
GA1E Being accountable and transparent
GA1H         Providing access to services for non-English speaking residents
GA1I The approachability of Kent's Mayor and City Council members

| Very Poor | | | | | | | | | | Excellent |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

998     **[PHONE NOTATION: (DO NOT READ)]** Don't know
999     **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

2016 City of Kent, WA Resident Survey

**TAXES**
[BASE:  ALL]
[PROGRAMMING: SECTION FOR TIMING]

TAXES    Considering all City services on one hand, and taxes on the other, which of the following statements comes closest to your view? As a resident of Kent. . .

**[PHONE -READ ALL 4 OPTIONS BEFORE ACCEPTING ANSWER – DO NOT READ THE 5TH OPTION]**

**[PROGRAMMING: ROTATE ORDER DISPLAYED AS EITHER 1,2,3,4,5 OR 4,3,2,1,5]**

1    I am willing to have the City reduce the level of services currently provided if it means my property taxes would be lower
2    I am not willing to pay more taxes than I currently do even if it means the city must reduce services due to increased cost of providing the current levels of services
3    I am willing to pay more in taxes if it is necessary to support the increased costs of providing the current levels of service
4    I am willing to pay more in taxes only if it will result in an increase in the level of services
5    **[PHONE: DO NOT READ | WEB: DO NOT DISPLAY]** None of the above is acceptable to me
998    **[PHONE NOTATION: (DO NOT READ)]** Don't know
999    **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

2016 City of Kent, WA Resident Survey

**ECONOMY**
[BASE: ALL]
[PROGRAMMING: SECTION FOR TIMING]

ECONOMY1    How often do you visit Downtown Kent?  Would you say. . .

01      Frequently
02      Sometimes
03      Rarely
04      Never
998     **[PHONE NOTATION: (DO NOT READ)]** Don't know
999     **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

ECONOMY2    When you go out for entertainment such as dinner, shopping, shows or other events, what portion of your activities take place in Kent? Would that be. . .

**[PHONE NOTATION: THIS IS ALL OF KENT, NOT JUST DOWNTOWN]**

01      All or nearly all
02      Most
03      About half
04      Only a little
05      None
998     **[PHONE NOTATION: (DO NOT READ)]** Don't know
999     **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

2016 City of Kent, WA Resident Survey

ECONOMY3    What types of businesses would make spending time in Kent more attractive to you?

**[UNREAD LIST (display on web – randomize order of list on web)]**
**[PHONE NOTATION: If respondent says "restaurants" follow up with Would that be fine dining, casual family casual restaurants, or microbreweries, wine bars, or pubs?"**
**[PHONE NOTATION: THIS IS ALL OF KENT, NOT JUST DOWNTOWN]**

**[PHONE NOTATION: DO NOT PROBE FOR ADDITIONAL RESPONSES. TAKE WHAT THE RESPONDENT SAYS AND MOVE ON]**

| | |
|---|---|
| 01 | Fine dining |
| 02 | Casual / Family restaurants |
| 03 | Microbreweries / Wine Bars / Pubs |
| 04 | Movie theaters |
| 05 | Bowling Alleys / Pool halls |
| 06 | Golf courses |
| 07 | Activities such as arcade / go carts / laser tag / mini golf |
| 08 | Retail shopping / Malls / Clothing stores |
| 09 | Grocery stores |
| 08 | Restaurants (not specified further) **[DO NOT SHOW ON WEB]** |
| 09 | Other (specify) |
| 998 | **[PHONE NOTATION: (DO NOT READ)]** Don't know |
| 999 | **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer |

**TRANSPORTATION**
[BASE:  ALL]
[PROGRAMMING: SECTION FOR TIMING]

MOB1    How important is it that your tax dollars are used to mow the grass and weeds on the sides of streets? **[PHONE SHOW:** Use a scale from 0 to 10 where "0" means "Not at All Important" and "10" means "Extremely Important".**]**

| Not at All Important | | | | | | | | | | Extremely Important |
|---|---|---|---|---|---|---|---|---|---|---|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

998    **[PHONE NOTATION: (DO NOT READ)]** DON'T KNOW
999    **[PHONE NOTATION: (DO NOT READ)]** PREFER NOT TO ANSWER

MOB2    **PHONE SHOW:** Now, using a scale from 0 to 10 where "0" means "Very Dissatisfied" and "10" means "Very Satisfied", please tell me how satisfied you are with each of the following. . .

**WEB SHOW:** How Satisfied are you with each of the following. . .

**ALWAYS DISPLAY MOB2A FIRST, RANDOMIZE MOB2B THROUGH D**

MOB2A   The mowing of the grass and weeds on the sides of the streets

MOB2B   The appearance of the planters and other decorations along streets and roadways

MOB2C   The cleanliness of the streets in Kent

MOB2D   The maintenance of Kent's sidewalks and walkways

| Very Dissatisfied | | | | | | | | | | Very Satisfied |
|---|---|---|---|---|---|---|---|---|---|---|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

998    **[PHONE NOTATION: (DO NOT READ)]** DON'T KNOW
999    **[PHONE NOTATION: (DO NOT READ)]** PREFER NOT TO ANSWER

MOB3    How would you rate the condition of streets and roads in your neighborhood? **[PHONE SHOW:** Would you say they are in. . . ?**]**

**ROTATE ORDER OF RESPONSE CATEGORIES AS 01 TO 03 AND 03 TO 01**

01    Good condition all over
02    Mostly good, but a few bad spots here and there
03    Many bad spots
998    **[PHONE NOTATION: (DO NOT READ)]** Don't know
999    **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

MOB4    To what extend do you agree or disagree with each of the following statements about the City of Kent? **[PHONE SHOW:** Use a scale from 0 to 10 where "0" means "Strongly Disagree" and "10" means "Strongly Agree"**]**.

| RANDOMIZE ORDER SHOWN |
|---|

MOB4D    It is easy to get around Kent by car

MOB4E    Public transportation is available from where I live to where I need to go

MOB4F    It is easy to walk around Kent

MOB4G    It is easy to bicycle around Kent

| Strongly Disagree | | | | | | | | | | Strongly Agree |
|---|---|---|---|---|---|---|---|---|---|---|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

998    **[PHONE NOTATION: (DO NOT READ)]** DON'T KNOW
999    **[PHONE NOTATION: (DO NOT READ)]** PREFER NOT TO ANSWER

MOB5    How much does the noise from train horns in Kent bother you?  **[PHONE SHOW:** Use a scale from 0 to 10 where 0 means "The Noise Does Not Bother Me at All" and 10 means "The Noise Bothers Me Greatly"**]**

| The Noise Does Not Bother Me at All | | | | | | | | | | The Noise Bothers Me Greatly |
|---|---|---|---|---|---|---|---|---|---|---|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

998    **[PHONE NOTATION: (DO NOT READ)]** Don't know
999    **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

2016 City of Kent, WA Resident Survey

## HUMAN SERVICES
### [BASE:  ALL]
### [PROGRAMMING: SECTION FOR TIMING]

NEEDS1    To what degree do you feel your community supports the needs of each of the following population groups? **[PHONE SHOW:** Use a scale from 0 to 10 where 0 means "your community does not support the needs at all" and 10 means "your community completely supports the needs"**]**

**RANDOMIZE ORDER SHOWN**

NEEDS1A    Children and Youth

NEEDS1B    The elderly

NEEDS1C    Individuals of diverse racial or ethnic backgrounds

NEEDS1D    Individuals with disabilities

NEEDS1E    Low income families

| Does Not Support Needs at All | | | | | | | | | | Completely Supports Needs |
|---|---|---|---|---|---|---|---|---|---|---|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

88    DON'T KNOW
99    REFUSED

NEEDS4    How familiar are you with each of the following. . . **[PHONE SHOW:** Use a scale from 0 to 10 where 0 means "not at all familiar" and 10 means "very familiar"**]**

**RANDOMIZE ORDER SHOWN**

NEEDS4A    The services provided by the City of Kent to reach out and include its diverse cultural and language populations

NEEDS4B    Volunteer opportunities in the City

| Not at all familiar | | | | | | | | | | Very familiar |
|---|---|---|---|---|---|---|---|---|---|---|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

998    **[PHONE NOTATION: (DO NOT READ)]** Don't know
999    **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

**SITUATIONAL SAFETY**
[BASE:  ALL]
[PROGRAMMING: SECTION FOR TIMING]

SAFE1          What do you believe is the **single most** serious police-related problem in your neighborhood?
               NOTATION: (READ LIST AS NECESSARY)]

               RANDOMIZE OPTIONS 1-10

               01        Burglaries
               02        Juvenile crime
               03        Drug-related crime
               04        Gang-related crime
               05        Vandalism
               06        Code enforcement
               07        Domestic violence
               08        Late night noise / partying
               09        Speeding / traffic
               10        Car theft / Car prowling
               888       **[DO NOT READ]** Something else – please describe
               998       **[PHONE NOTATION: (DO NOT READ)]** Don't know
               999       **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

SAFE2      How safe or unsafe do you feel while walking alone in the following situations? **[PHONE NOTATION: (READ EACH QUESTION THEN READ ANSWER SCALE AS NEEDED)]**
               **[SHOW IN ORDER]**
       SAFE2A      In your neighborhood during the day?
       SAFE2B      In your neighborhood after dark?
       SAFE2E      In Kent's commercial and shopping districts during the day **[AS NEEDED (DISPLAY ON WEB): This includes downtown Kent)]**
       SAFE2F      In Kent's commercial and shopping districts after dark? **[AS NEEDED (DISPLAY ON WEB): This includes downtown Kent)]**
               01        Very Unsafe
               02        Somewhat Unsafe
               03        Neither Safe nor Unsafe
               04        Somewhat Safe
               05        Very Safe
               998       **[PHONE NOTATION: (DO NOT READ)]** Don't know
               999       **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

2016 City of Kent, WA Resident Survey

POLICE1 During the past 12 months, were you or anyone in your household the victim of any crime in Kent?
- 01 YES
- 02 NO
- 998 **[PHONE NOTATION: (DO NOT READ)]** Don't know
- 999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

**SK POLICE1A IF POLICE1 = 01**

POLICE1A Did you, or a member of your household report the crime(s) to the police?
- 01 YES
- 02 NO
- 998 **[PHONE NOTATION: (DO NOT READ)]** Don't know
- 999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

**IF POLICE1A=1, AUTOCODE POLICE2=1, AND DO NOT ASK**

POLICE2 Have you had any contact with Kent's police during the past 12 months?
- 01 YES
- 02 NO
- 998 **[PHONE NOTATION: (DO NOT READ)]** Don't know
- 999 **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

**ASK POLICE3 IF POLICE2=1**
**IF POLICE1A=1, AUTOCODE POLICE3=1 AND DO NOT ASK**

POLICE3     What was the nature of that contact?

**DO NOT READ LIST**

| DISPLAY LIST FOR WEB SURVEY |
|---|

01      REPORTED A CRIME TO POLICE
02      ROUTINE TRAFFIC STOP
03      TRAFFIC ACCIDENT
04      ASKED FOR INFORMATION OR ADVICE
05      PARTICIPATED IN A COMMUNITY ACTIVITY WITH POLICE
06      CALLS RELATING TO DOMESTIC VIOLENCE
08      ARRESTED OR SUSPECTED OF A CRIME
09      WITNESSED A CRIME
10      VICTIM OF A CRIME
11      NOISE COMPLAINT
888     OTHER TYPE OF CONTACT [PLEASE DESCRIBE]_____
998     **[PHONE NOTATION: (DO NOT READ)]** Don't know
999     **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

| ASK POLICE3A IF POLICE3=1 |
|---|

POLICE4     Did you report the crime in person, over the phone, or online?
01      IN PERSON
02      OVER THE PHONE
03      ONLINE
998     **[PHONE NOTATION: (DO NOT READ)]** Don't know
999     **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

2016 City of Kent, WA Resident Survey

**ASK POLICE5 IF POLICE1A=1 OR IF POLICE2=1**

**DO NOT SHOW IF POLICE4=3**

POLICE5    How would you rate the professionalism of the officers you contacted? **[PHONE SHOW:** Would that be . . .**]**

01    Excellent
02    Good
03    Fair
04    Poor
998    **[PHONE NOTATION: (DO NOT READ)]** Don't know
999    **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

---

**CODE ENFORCEMENT**
[BASE:  ALL]
[PROGRAMMING: SECTION FOR TIMING]

CODE1    **PHONE SHOW:** To what extent are graffiti, abandoned automobiles, junk and weed lots, and dilapidated houses or buildings currently a problem in your neighborhood?  Would you say they are…

**WEB SHOW:** To what extent are graffiti, abandoned automobiles, junk and weed lots, and dilapidated houses or buildings currently a problem in your neighborhood?

**ROTATE ORDER OF RESPONSE CATEGORIES AS 01 TO 04 AND 04 TO 01**

01    Not a problem at all
02    Only a small problem
03    Somewhat of a problem
04    A big problem
998    **[PHONE NOTATION: (DO NOT READ)]** Don't know
999    **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

**ASK CODE2 IF (CODE1 = 02, 03, 04)**

CODE2          Which of the following items are specific problems in your neighborhood? **[PHONE NOTATION: READ LIST GET A YES/NO FOR EACH]**

**RANDOMIZE RESPONSE OPTIONS 01 – 08**

  01       Tall weeds or grass
  02       Accumulated trash or litter
  03       Abandoned or unsecured buildings
  04       Junk or inoperable vehicles
  05       Garbage or junk in yards
  06       Graffiti
  07       Semi-Trucks or Recreational Vehicles parked in residential neighborhoods
  08       **[PHONE NOTATION: (DO NOT READ)]** Something else [PLEASE DESCRIBE]
  998      **[PHONE NOTATION: (DO NOT READ)]** Don't know
  999      **[PHONE NOTATION: (DO NOT READ)]** Refused / Prefer not to answer

CODE3      **[PHONE SHOW]** Using a scale from 0 to 10 where "0" means "Very Poor" and "10" means "Excellent," how would you rate the physical condition of houses and properties in your neighborhood?

   **[WEB SHOW]** How would you rate the physical condition of houses and properties in your neighborhood?

| Very Poor | | | | | | | | | | Excellent |
|---|---|---|---|---|---|---|---|---|---|---|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

  998      **[PHONE NOTATION: (DO NOT READ)]** Don't know
  999      **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

2016 City of Kent, WA Resident Survey

**KENT EMPLOYEES**
[BASE:  ALL]
[PROGRAMMING: SECTION FOR TIMING]

INTERACT    During the past 12 months, did you contact the City of Kent with a question or a problem?
01    YES
02    NO
998    **[PHONE NOTATION: (DO NOT READ)]** DON'T KNOW
999    **[PHONE NOTATION: (DO NOT READ)]** PREFER NOT TO ANSWER

**ASK INTARACT1 IF INTERACT = 01**

INTERACT1    Thinking about your most recent interaction with the City of Kent, what was the primary reason for that contact? **[INTERVIEWER NOTE: DO NOT READ]**

**[SINGLE RESPONSE DISPLAY ON THE WEB)]**
01    Obtain a building permit
02    Pay a utility bill
03    Public records request
04    Register for a recreation event or class
05    Reserve a park facility
06    Report a crime
07    Apply for a gun license
08    Code enforcement issue (e.g. unsightly property, graffiti, overgrown weeds, trash/litter)
09    Request for the Mayor or City Council Member
10    Discuss a policy issue
11    Apply for a job with the City
12    Report issue with sidewalks / roads
13    **[PHONE NOTATION: (DO NOT READ)]** Other (specify)
998    **[PHONE NOTATION: (DO NOT READ)]** DON'T KNOW
999    **[PHONE NOTATION: (DO NOT READ)]** PREFER NOT TO ANSWER

**ASK INTARACT2 IF INTERACT = 01**

INTERACT2          Was that contact. . . **[PHONE NOTATION: READ LIST: SELECT ALL THAT APPLY]**

**RANDOMIZE RESPONSE OPTIONS 01 – 04**

| | |
|---|---|
| 01 | By e-mail |
| 02 | By phone |
| 03 | In person |
| 04 | Using social media |
| 05 | **[PHONE NOTATION: (DO NOT READ)]** Other (specify) |
| 998 | **[PHONE NOTATION: (DO NOT READ)]** DON'T KNOW |
| 999 | **[PHONE NOTATION: (DO NOT READ)]** PREFER NOT TO ANSWER |

**ASK INTERACT3 SERIES IF INTERACT = 01**

INTERACT3          **PHONE SHOW:** Using a scale from 0 to 10 where "0" means "not at all" and "10" means "in every way possible", please specify the extent to which each of the following describes the employee you contacted.  The person was. . .

**WEB SHOW:** Please specify the extent to which each of the following describes the employee you contacted.

**RANDOMIZE A THROUGH D**

INTERACT3A          Responds Promptly to my concerns

INTERACT3B          Courteous and Helpful

INTERACT3C          Provides accurate answers the first time asked

INTERACT3D          Easy to reach the right person

| NOT AT ALL | | | | | | | | | | IN EVERY POSSIBLE WAY |
|---|---|---|---|---|---|---|---|---|---|---|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

| | |
|---|---|
| 998 | **[PHONE NOTATION: (DO NOT READ)]** DON'T KNOW |
| 999 | **[PHONE NOTATION: (DO NOT READ)]** PREFER NOT TO ANSWER |

**INFORMATION**
[BASE: ALL]
[PROGRAMMING: SECTION FOR TIMING]

INFO1          Which of the following do you use to get information about the City of Kent. . .

**[PHONE NOTATION: READ LIST GET A YES/NO FOR EACH]**

**RANDOMIZE RESPONSE OPTIONS 01 – 09, ALWAYS SHOW 10 AND 11 IN ORDER, LAST**

01          The Kent Blog (ILoveKentWA.com) **[PRONOUNCED "I LOVE KENT WAH"]**
02          The Kent Reporter Newspaper
03          The City of Kent Website
04          Social Media such as the City's Facebook or Twitter pages
05          "The Scene", Kent's monthly e-newsletter
06          Neighborhood Councils
07          The NextDoor website
08          Kent TV 21
09          FM or AM Radio
10          The Quarterly Parks and Recreation Guide
11          Other direct mailers
12          **[PHONE NOTATION: (DO NOT READ)]** Other (specify)
998        **[PHONE NOTATION: (DO NOT READ)]** DON'T KNOW
999        **[PHONE NOTATION: (DO NOT READ)]** PREFER NOT TO ANSWER

**ASK INFO1A IF INFO1=09**

INFO1A          What radio station(s) do you use to get information about the City of Kent?

**[OPEN END] – DO NOT PROBE ACCEPT STATION NAME, OR CALLSIGN/LETTERS**

2016 City of Kent, WA Resident Survey

**COMMUNICATIONS**
[BASE:  ALL]
[PROGRAMMING: SECTION FOR TIMING]

CAB1    Does your household currently subscribe to any cable or satellite TV service?
        **[PHONE NOTATION] (DO NOT READ LIST)**
        00      No **[MUTUALLY EXCLUSIVE]**
        01      Yes – Cable **[PHONE NOTATION: (SUCH AS COMCAST, CENTURYLINK)]**
        02      Yes – Satellite **[PHONE NOTATION: (SUCH AS DIRECTV, DISH NETWORK)]**
        03      Provided by my building / landline as part of my rent
        04      I use an antenna / Over the air TV
        998     **[PHONE NOTATION: (DO NOT READ)]** Don't know
        999     **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer


    **[ASK CAB1 IF CAB1=2]**
  CAB1A  Which company provides your TV service?
        **[PHONE NOTATION] (DO NOT READ LIST)**

        03      DirecTV
        04      Dish Network
        888     Other **(please describe)** **[SPECIFY]**
        998     **[PHONE NOTATION: (DO NOT READ)]** Don't know
        999     **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer


NET1    Does your household subscribe to broadband internet service?
        **[PHONE NOTATION: (AS NEEDED)]** Broadband internet, also known as "high speed internet", includes internet such as cable internet, DSL internet and wireless internet.  Dial-up internet is not considered broadband internet.
        01      Yes
        00      No
        998     **[PHONE NOTATION: (DO NOT READ)]** Don't know
        999     **[PHONE NOTATION: (DO NOT READ)]** Prefer not to answer

WEB1    Have you visited the City of Kent web site in the past 12 months?
        01      YES
        02      NO
        998     **[PHONE NOTATION: (DO NOT READ)]** DON'T KNOW
        999     **[PHONE NOTATION: (DO NOT READ)]** PREFER NOT TO ANSWER

**ASK WEB1B IF WEB1=1**

WEB1B    **PHONE SHOW:** Using a scale from 0 to 10 where "0" means "very dissatisfied" and "10" means "very satisfied", how satisfied are you with the City of Kent's web site?

**WEB SHOW:** How satisfied are you with the City of Kent's web site?

| VERY DISSATISFIED | | | | | | | | | | VERY SATISFIED |
|---|---|---|---|---|---|---|---|---|---|---|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

    998    DON'T KNOW
    999    PREFER NOT TO ANSWER

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**STANDARD DEMOGRAPHICS**
[BASE:  ALL]
[PROGRAMMING: SECTION FOR TIMING]

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DEMOINT   These final questions will help us group your answers with others.

DEMO1     Including yourself, how many people currently live in your household in each of the following age categories? **[PHONE NOTATION: (READ LIST, GET A RESPONSE FOR EACH)]**

    DEMO1A   _____       65 and over
    DEMO1B   _____       18 to 64
    DEMO1C   _____       Children under the age of 18
        998    **[PHONE NOTATION: (DO NOT READ)]** Don't know
        999    **[PHONE NOTATION: (DO NOT READ)]** Refused / Prefer not to answer

---

**PROGRAMMER: CREATE VARIABLE, "HHSIZE" WHICH IS THE SUM OF ALL DEMO1A THROUGH DEMO1E**
**PROGRAMMER: CREATE VARIABLE HHCOMP**
    **01 Single Person [HHSIZE=1]**
    **02 Adults only (HHSIZE GE 2) AND (DEMO1C=0 OR (SYSMIS(DEMO1C))**
    **03 Family (HHSIZE GE 2) AND (DEMO1C GE 1)**

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DEMO2      Do you own or rent your residence?
- 01     OWN
- 02     RENT
- 998    **[PHONE NOTATION: (DO NOT READ)]** Don't know
- 999    **[PHONE NOTATION: (DO NOT READ)]** Refused / Prefer not to answer

DEMO3      How many years have you lived in Kent?
**[ALLOW FRACTIONAL ANSWERS]**
**[IF LESS THAN 6 MONTHS, ENTER "0"]**
**[IF 6 MONTHS TO 1 YEAR, ENTER "1"]**
- ___    ENTER NUMBER OF YEARS LIVED IN KENT
- ___    (PHONE ONLY: IF RESPONDENT PROVIDES YEAR MOVED TO KENT, ENTER THAT HERE)
- 998    **[PHONE NOTATION: (DO NOT READ)]** Don't know
- 999    **[PHONE NOTATION: (DO NOT READ)]** Refused / Prefer not to answer

DEMO5    Were you born outside of the United States?
- 01     Yes
- 00     No
- 998    **[PHONE NOTATION: (DO NOT READ)]** Don't know
- 999    **[PHONE NOTATION: (DO NOT READ)]** Refused / Prefer not to answer

LANG1    Do you speak a language other than English at home?
- 01     Yes
- 00     No
- 998    **[PHONE NOTATION: (DO NOT READ)]** Don't know
- 999    **[PHONE NOTATION: (DO NOT READ)]** Refused / Prefer not to answer

**[ASK LANG2 IF LANG1 = 01]**

LANG1A    What is this language?
- 01     Spanish
- 888    Other Language **(Please specify) [SPECIFY]**
- 998    **[PHONE NOTATION: (DO NOT READ)]** Don't know
- 999    **[PHONE NOTATION: (DO NOT READ)]** Refused / Prefer not to answer

[ASK LANG2 IF LANG1 = 01]

LANG2   How well do you speak English? Would you say…? **[PHONE NOTATION: (READ LIST)]**
01   Very well
02   Well
03   Not very well
04   Not at all
998   **[PHONE NOTATION: (DO NOT READ)]** Don't know
999   **[PHONE NOTATION: (DO NOT READ)]** Refused / Prefer not to answer

[SHOW DEMO5A IF SCR3=2]

DEMO5A   What is the approximate total annual income of all members of your household? **[PHONE NOTATION: (READ LIST UNTIL VALID RESPONSE IS GIVEN)]**

01   Less than $10,000
02   $10,000 to less than $20,000
03   $20,000 to less than $35,000
998   **[PHONE NOTATION: (DO NOT READ)]** Don't know
999   **[PHONE NOTATION: (DO NOT READ)]** Refused / Prefer not to answer

[SHOW DEMO5B IF SCR3=1]

DEMO5B   What is the approximate total annual income of all members of your household? **[PHONE NOTATION: (READ LIST UNTIL VALID RESPONSE IS GIVEN)]**
04   $35,000 to less than $50,000
05   $50,000 to less than $75,000
06   $75,000 to less than $100,000
07   $100,000 to less than $150,000
08   $150,000 or more
998   **[PHONE NOTATION: (DO NOT READ)]** Don't know
999   **[PHONE NOTATION: (DO NOT READ)]** Refused / Prefer not to answer

TEL          Which of the following best describes how you make or receive calls at home? **[PHONE NOTATION: (READ LIST IF NECESSARY)]**

      01          Only have a cell phone **(**To make or receive calls)
      02          Primarily use a cell phone
      04          Use both a landline or cell phone equally
      05          Primarily use a landline
      06          Only have a landline **(**To make or receive calls)
      998        **[PHONE NOTATION: (DO NOT READ)]** Don't know
      999        **[PHONE NOTATION: (DO NOT READ)]** Refused / Prefer not to answer

FUTURE1     Would you be willing to participate in future research for the City of Kent?

      01          YES
      02          NO
      998        DON'T KNOW
      999        PREFER NOT TO ANSWER

**ASK FUTURE2 IF FUTURE1=01**

FUTURE2     May I please get your first name only?

      01          YES, **ENTER NAME** _____
      02          NO
      998        DON'T KNOW
      999        PREFER NOT TO ANSWER

**ASK FUTURE3 IF FUTURE1=1**

FUTURE3     May I please get your email address?

      **ENTER EMAIL**

      01          EMAIL **ENTER EMAIL ADDRESS** _____
      998        DON'T KNOW
      999        PREFER NOT TO ANSWER

**ASK FUTURE4 AND FUTURE4W IF FUTURE1=1**

FUTURE4　　　**[PHONE SHOW]** And to confirm, is your best contact number **[ENTER PHONE NUMBER]**

　　　　　　01　　　YES
　　　　　　02　　　NO **ENTER BEST NUMBER _____**
　　　　　　998　　DON'T KNOW
　　　　　　999　　PREFER NOT TO ANSWER

FUTURE4W　　**[WEB/INBOUND CALL SHOW]** And finally, please provide your best contact number

　　　　　　**ENTER BEST NUMBER _____**
　　　　　　998　　DON'T KNOW
　　　　　　999　　PREFER NOT TO ANSWER

| THANKS |
| --- |

THANKEND　　Thank you very much for your time.  Your participation will assist the City of Kent better plan for the future and improve services to the community.
　　　　　　**[PHONE NOTATION] (INTERVIEWER: CODE IN CATI AS "COMPLETE")**
　　　　　　**[WEB NOTATION]** *You may now close your browser window.*

THANK1　　I'm sorry for disturbing you. When would be a better time to call back?
　　　　　　**[PHONE NOTATION] (INTERVIEWER: SCHEDULE A CALLBACK IN NUTTY)**
　　　　　　**[WEB NOTATION]** *You may now close your browser window.*
　　　　　　**[CODE AS CELL PHONE INCOMPLETE AND ALLOW SURVEY REENTRY. THE SURVEY SHOULD OPEN BACK UP TO INTROTEL]**

THANK2　　I'm sorry, but we cannot continue without that information. Have a good day/evening.
　　　　　　**[PHONE NOTATION] (INTERVIEWER: CODE IN CATI AS "SCREENER REFUSAL")**
　　　　　　**[WEB NOTATION]** *You may now close your browser window.*

　　　　　　**[THESE SHOULD NOT FACTOR INTO THE INCIDENCE FORMULA]**
THANK3　　Thank you but we are only interviewing residents who are 18 years of age and older.
　　　　　　**[PHONE NOTATION] (INTERVIEWER: CODE IN CATI AS "NQ TERM: AGE")**
　　　　　　**[WEB NOTATION]** *You may now close your browser window.*

THANK4　　Thank you but we are only interviewing residents of Kent.
　　　　　　**[PHONE NOTATION] (INTERVIEWER: CODE IN CATI AS "NQ TERM: GEO")**
　　　　　　**[WEB NOTATION]** *You may now close your browser window.*